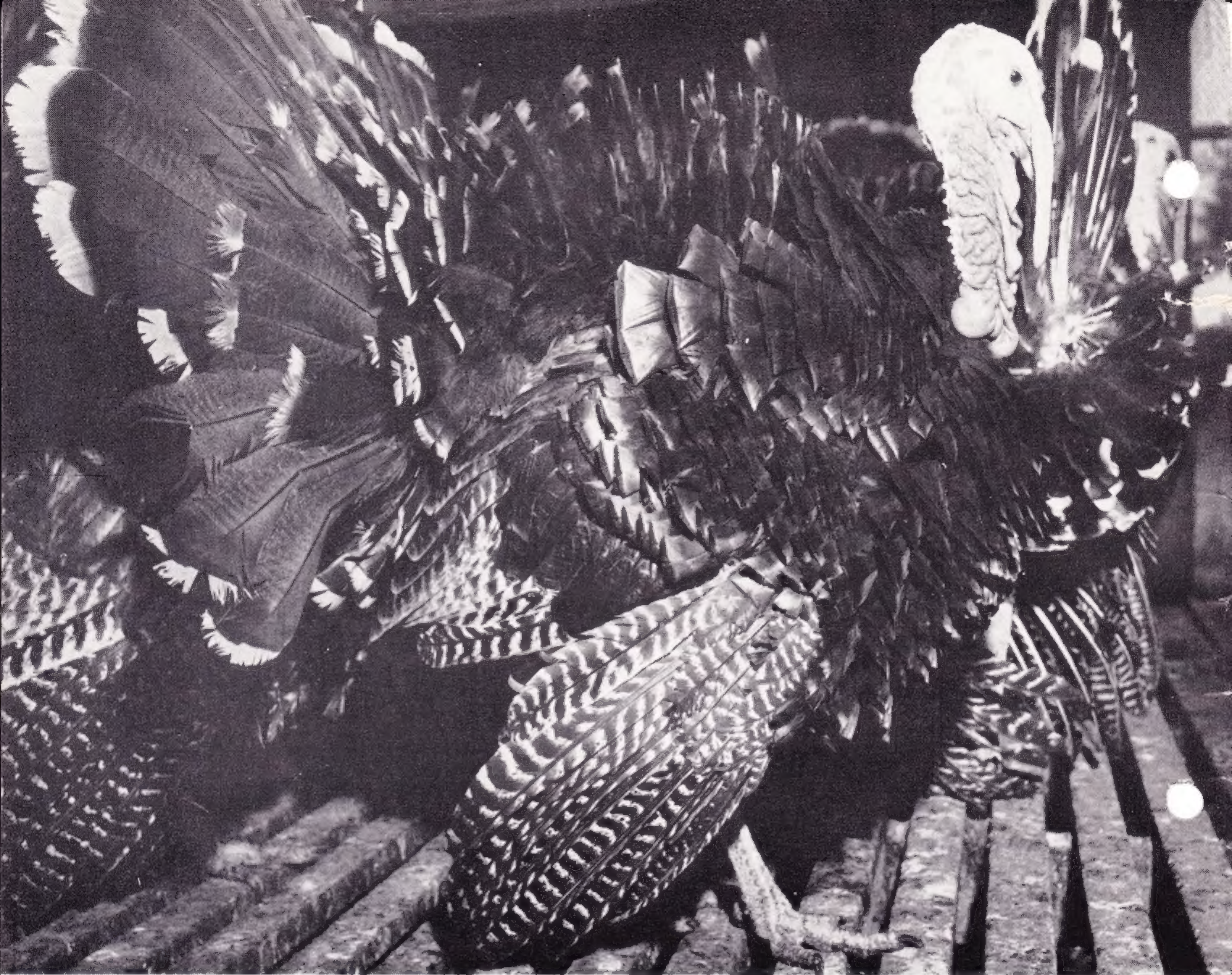


GULF STATES UTILITIES COMPANY

Plain Talks

NOVEMBER, 1952





YES, EVEN TURKEYS derive benefits from the amazing variety of chores Reddy Kilowatt is doing on the farm these days — electric brooders get the big toms safely through their juvenile days. The dignified citizen you see here is being raised four miles east of Vidor, Texas, by A. G. Nauck, an old-time construction man who helped build part of Neches Station. He's handling about 200 turkeys this year, in addition to chickens and geese, but he usually raises from 400 to 500. The 78-year-old farmer, a grandfather of Beaumont Gulf Stater Eleanor Nauck, enjoys his work but says it isn't easy — he had to get up at 4:15 a. m. the day PLAIN TALKS paid him a visit.

The Nation Chooses A NEW PRESIDENT

GENERAL DWIGHT D. EISENHOWER



"My fellow citizens have made their choice and have selected General Eisenhower and the Republican Party as the instrument of their will for the next four years.

"The people have rendered their verdict, and I gladly accept it.

"General Eisenhower has been a great leader in war. He has been a vigorous and valiant opponent in the campaign. These qualities shall now be dedicated to leading us all through the next four years.

"It is traditionally American to fight hard before an election.

"It is equally traditional to close ranks as soon as the people have spoken.

"That which unites us as American citizens is far greater than that which divides us as political partisans.

"I urge you all to give to General Eisenhower the support he will need to carry out the great tasks that lie before him. I pledge him mine.

"We vote as many, but we pray as one. With a united people, with faith in democracy, with common concern for others less fortunate around the globe, we shall move forward with God's guidance toward the time when His children shall grow in freedom and dignity in a world at peace."

—Adlai E. Stevenson

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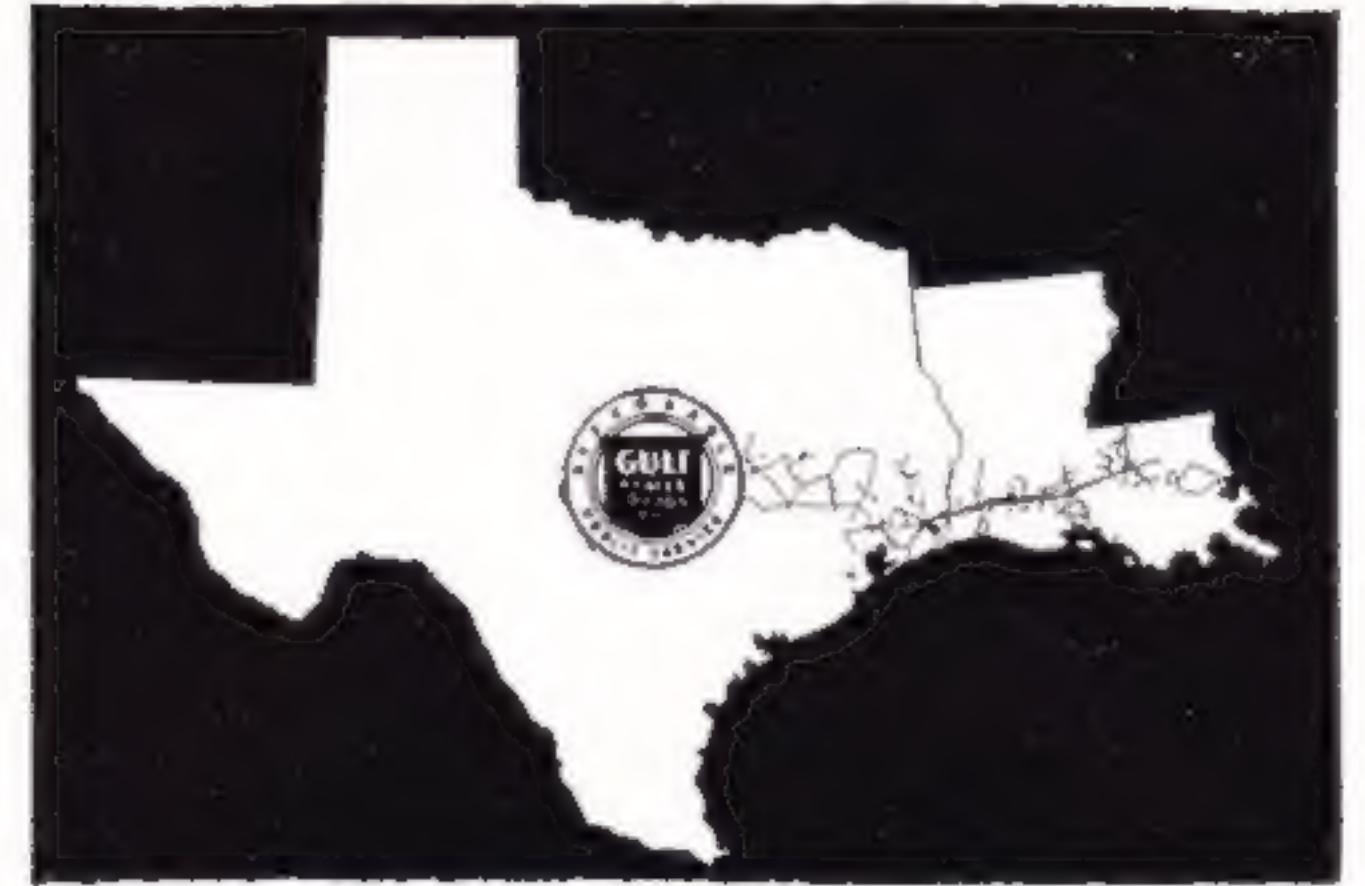
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PLAIN TALKS



A magazine for employees of
Gulf States Utilities Company

Vol. 30, No. 9

November, 1952

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IN THIS ISSUE

Uncle Sam's "Sunday Punch"	2
B-R-R-R-R! Turn on the HEAT!....	6
A Gulf Stater's Day	8
Sign of the Times	11
A Pole Goes Up	12
Employees Say "Okay" to New Reading Rack Idea	13
Safety Gets Emphasis at Eatin' Meetin's	14
After Hours	17
Gulf States Joins "United" Drives....	18
Plain & Fancy Talk	21
All in a Day's Work	23
Growing With Gulf Staters	25
Over the Coffee Cup	30

PICTURE CREDITS

Photographs used in connection with the story on Lake Charles Air Force Base are official U. S. Air Force pictures, with the following exceptions, which were made by a PLAIN TALKS staff photographer: our cover; view of airman standing beside propellor on page 2; and two pictures on bottom of page 4.

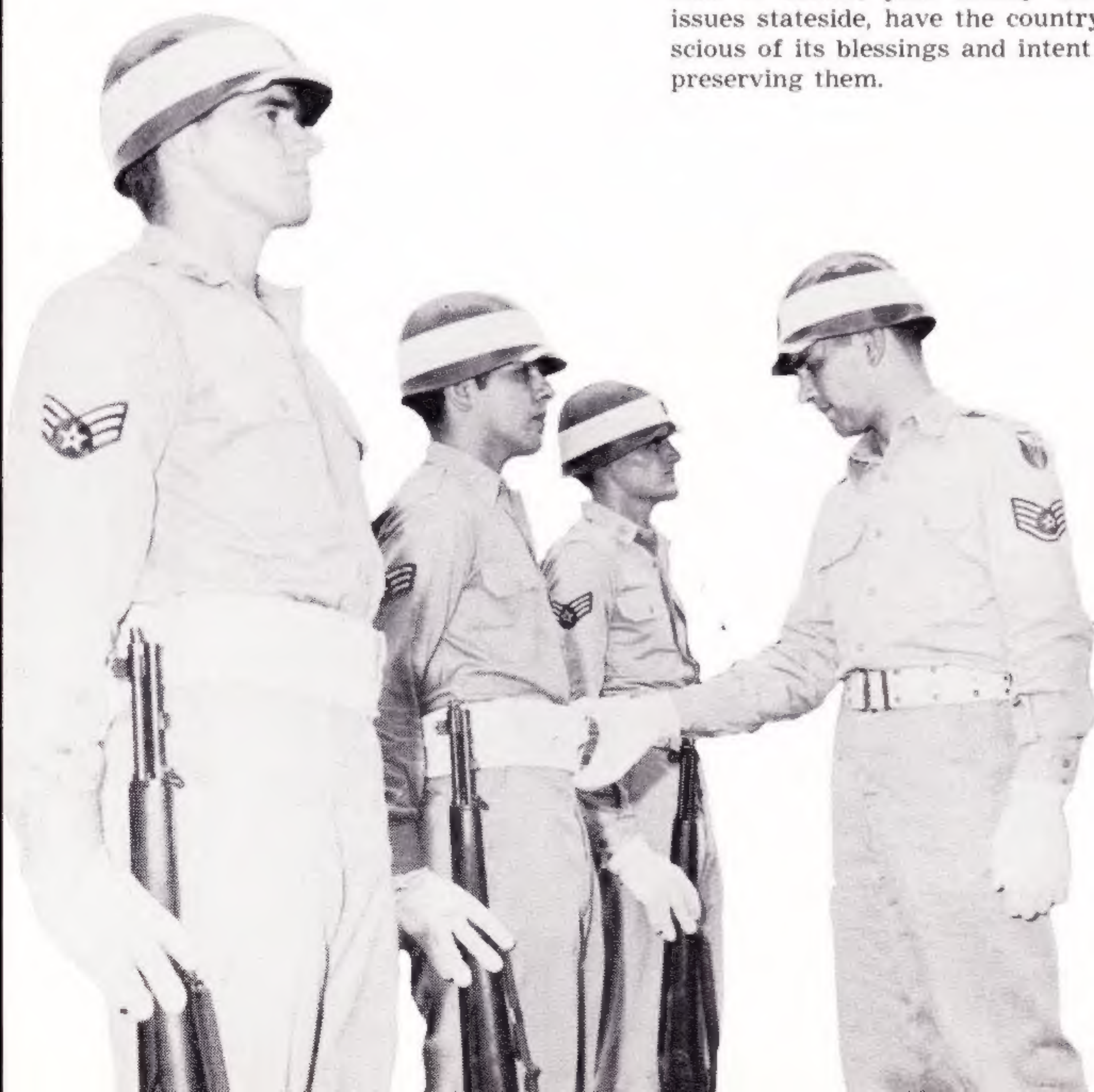
OUR COVER

In search of a cover picture, the PLAIN TALKS photographer covered a big part of the Air Force Base at Lake Charles with a congenial and highly cooperative public information officer who helped arrange subjects for him to photograph. Upon leaving the flight line at the end of the afternoon, however, the cameraman happened to notice two airmen at work on the tail assembly of a B-29, and, playing a hunch, snapped a picture. The result — this month's cover.



DWARFING an airman in this picture is one of the four giant propellers required to pull a B-29 through the skies. Each measures 16 feet, 7 inches, from tip to tip.

SNAP AND PRECISION keynote Lake Charles Air Force Base drill team, which was organized among volunteer airmen by Staff Sergeant A. H. Dennis, right. He adjusts white cartridge belt on Airman 1st Class A. Guchernaud while Airmen 1st Class R. M. Gunn (left) and R. C. Clifford (right) stand at a rigid "order arms." The drill team is much in demand for appearances at civilian activities in the Lake Charles area.



UNCLE SAM'S

"SUNDAY PUNCH"

*... could be roaring through the air
in a matter of hours, and a Gulf States
customer at Lake Charles is in on the deal*

THANKSGIVING, 1952, finds America prosperous and glad of it—but a trifle disturbed about the future. International tension and an ugly rhubarb in Korea, plus thorny domestic issues stateside, have the country conscious of its blessings and intent upon preserving them.

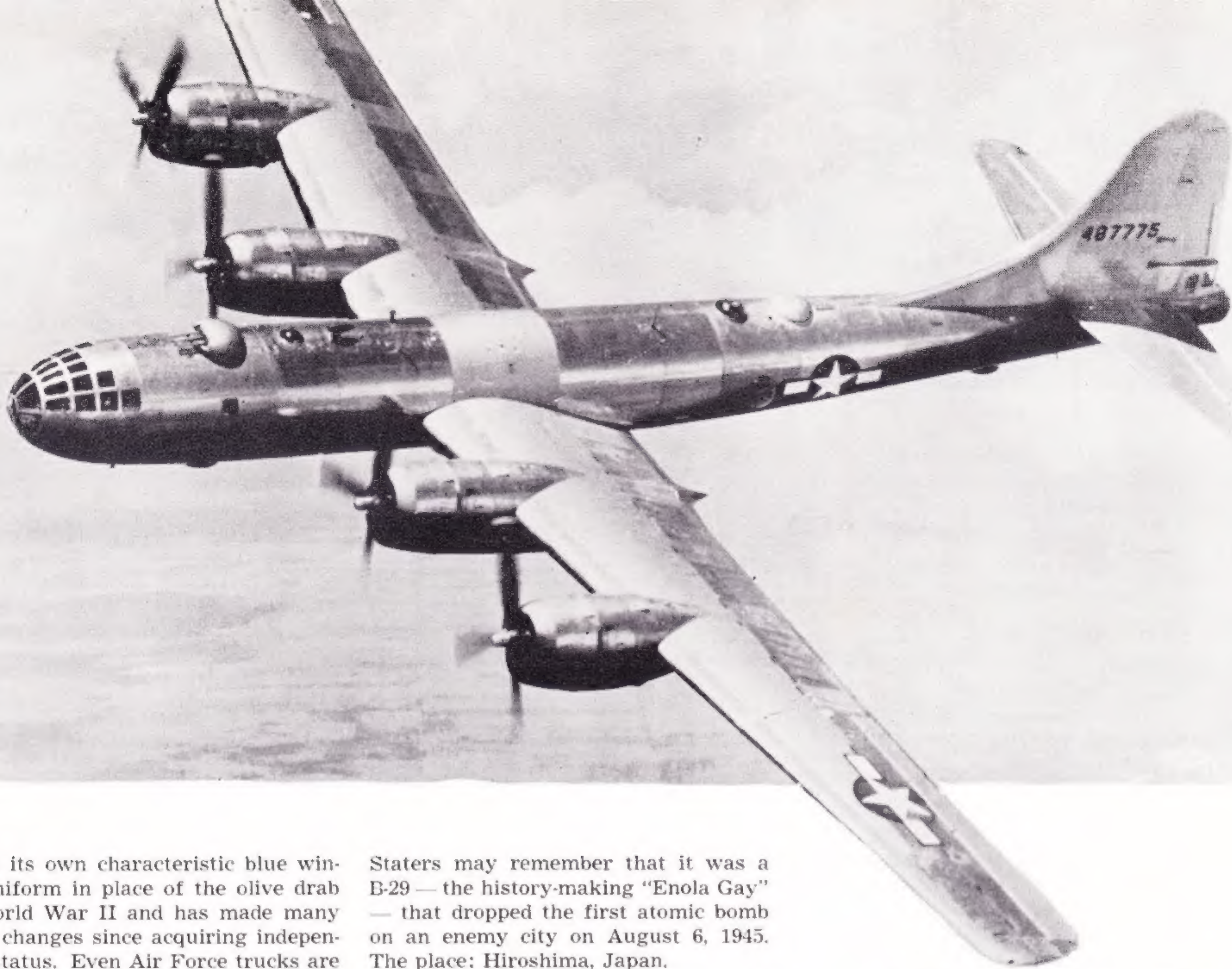
A good many citizens, viewing the safeguards that shield our national welfare, realize that none is more important than our armed forces — now being restored to the effectiveness achieved during World War II. Without them, the nation's vast productive capacity would stand bare and vulnerable to assault and destruction.

At Lake Charles Air Force Base, Gulf States is serving one of our important defense installations with electric power, and if the picture there is typical of similar bases across the country, a potential enemy will meditate at length before taking a swing at the United States. The base was completed in 1942 and served the Army Air Force long and well during World War II, but with the end of hostilities it went on drastically curtailed service and had to be reactivated as the Cold War warmed up.

Air Force Takes Over

An advance echelon of officers arrived at Lake Charles in the Spring of last year and started the ball rolling. By Fall, the base was back in business again on a large scale.

This time it's the Air Force who's running the show, not the "Army" Air Force, as any good airman will hasten to inform you. Now a separate branch of the service, the Air Force



wears its own characteristic blue winter uniform in place of the olive drab of World War II and has made many other changes since acquiring independent status. Even Air Force trucks are Air Force blue nowadays, unless used on the flight line, in which case they're a brilliant yellow.

The Lake Charles base is home for the 806th Air Division and between 6,500 and 7,000 persons, including about 500 civilians, are at work there. The 806th, under the command of Colonel C. J. Cochrane, is part of the famed Strategic Air Command, the cocked-and-primed, ready-to-go striking arm of the Air Force. Designed to bring about destruction of an enemy's war-making capacity, the SAC must be prepared to deliver a swift counterpunch across great distances in the event of a sneak atomic attack or some other outbreak of hostilities. Lake Charles airmen are trained to pack up and move into a combat zone on a few hours' notice — even spare engines are "canned" and ready for immediate transportation whenever ordered.

The Star Performers

"Tools of the trade" for the Air Force at the Louisiana field are approximately 75 B-29's, capable of delivering atomic bombs or about 750 tons of TNT upon enemy territory. Gulf

Staters may remember that it was a B-29 — the history-making "Enola Gay" — that dropped the first atomic bomb on an enemy city on August 6, 1945. The place: Hiroshima, Japan.

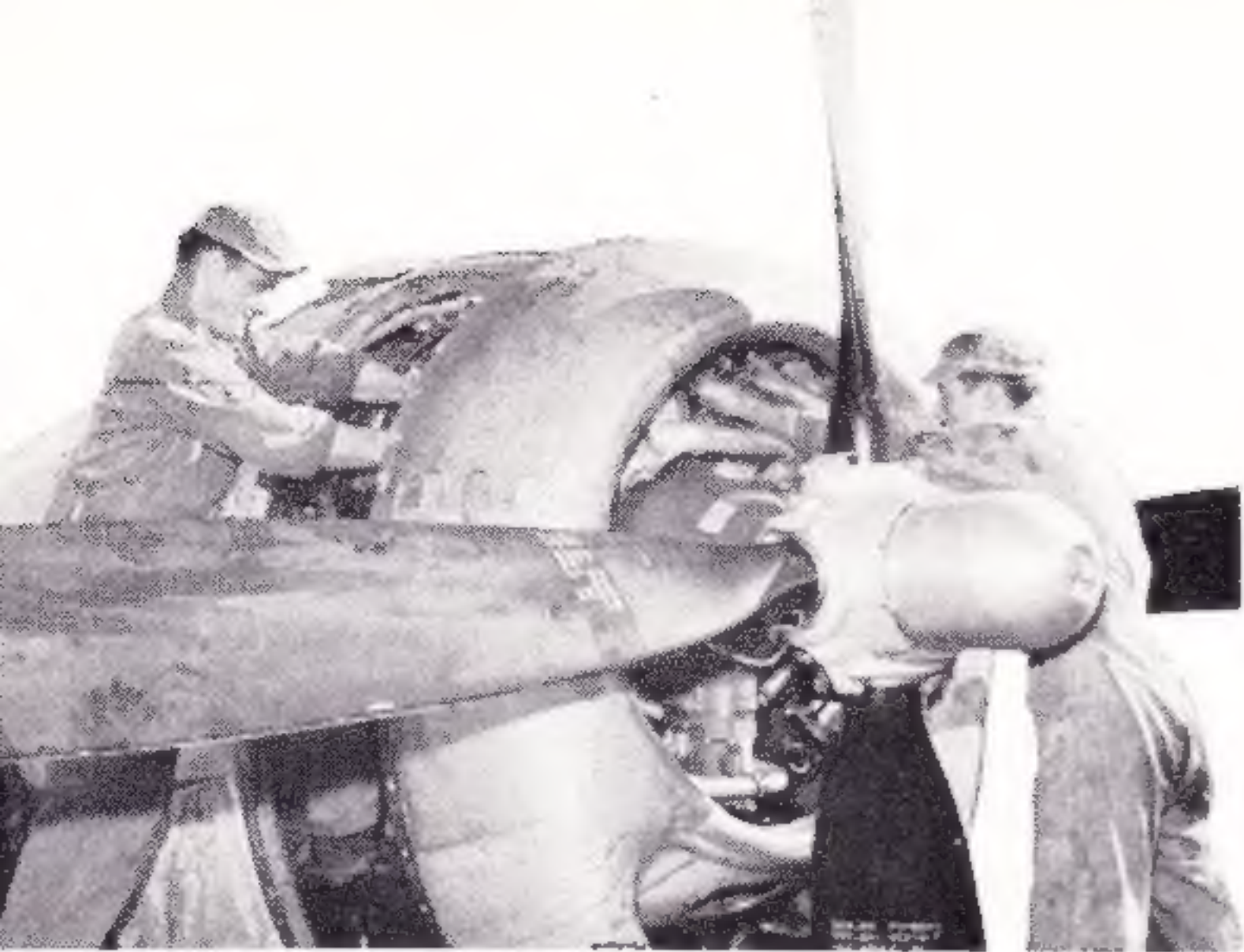
Although more than 10 years old now, "Baker 29" still is a popular airplane with airmen, and instead of growing obsolete with the years it has been altered and improved into the "backbone of the Air Force."

(Continued on Page 4)

MAINSTAY of bombardment elements in today's Air Force is the rugged, reliable B-29, a World War II veteran redesigned, improved and back in harness. The plane also is highly effective for reconnaissance, weather reporting and many other duties. It cruises at 300 miles per hour and has a vast striking range.



COMMANDING the Lake Charles Air Force Base is Colonel C. J. Cochrane, seen before base operations building.



CONSTANT attention must be given B-29 engines to assure dependable performance in the air. Each is re-built after 600 hours of operation. These are famed Wright "Cyclones."

Reddy Kilowatt has plenty of chances to lend a helping hand to the Air Force

Smaller and slower than several newer bombers, the B-29 nevertheless is credited with a number of important virtues — especially versatility and durability — that come from thousands of hours of trial under combat conditions.

Performance data released by the Air Force gives the B-29 an operating range of more than 4,500 miles without aerial refueling, and simulated missions this year were flown nonstop to "targets" 5,790 miles distant, also without aerial refueling. The latter figure theoretically would enable a B-29 to make a round-trip business visit from Chicago to Moscow. The ship cruises at 300 miles per hour and has a top speed of 375.

Only 11 men are needed to man the plane, but hundreds must labor on the ground to get the airplane aloft and keep it up there. At Lake Charles, this includes air police, food service, supply, motor vehicles, installations and operations squadrons. A modern military base is a community to itself, and the Lake Charles base is no excep-

tion. It has a hospital, theater, post office, fire department and many other facilities. There's even an airfield newspaper — the "Skyway Times" — with a weekly circulation of 3,500. Published at the plant of the Eunice News, Skyway Times on several occasions is believed to have published

NEXT MONTH, readers of PLAIN TALKS will have an opportunity to visit the U. S. Naval Station at Orange, another uniform-wearing customer of Gulf States.

the world's largest service newspaper in total pages printed.

Booming Construction

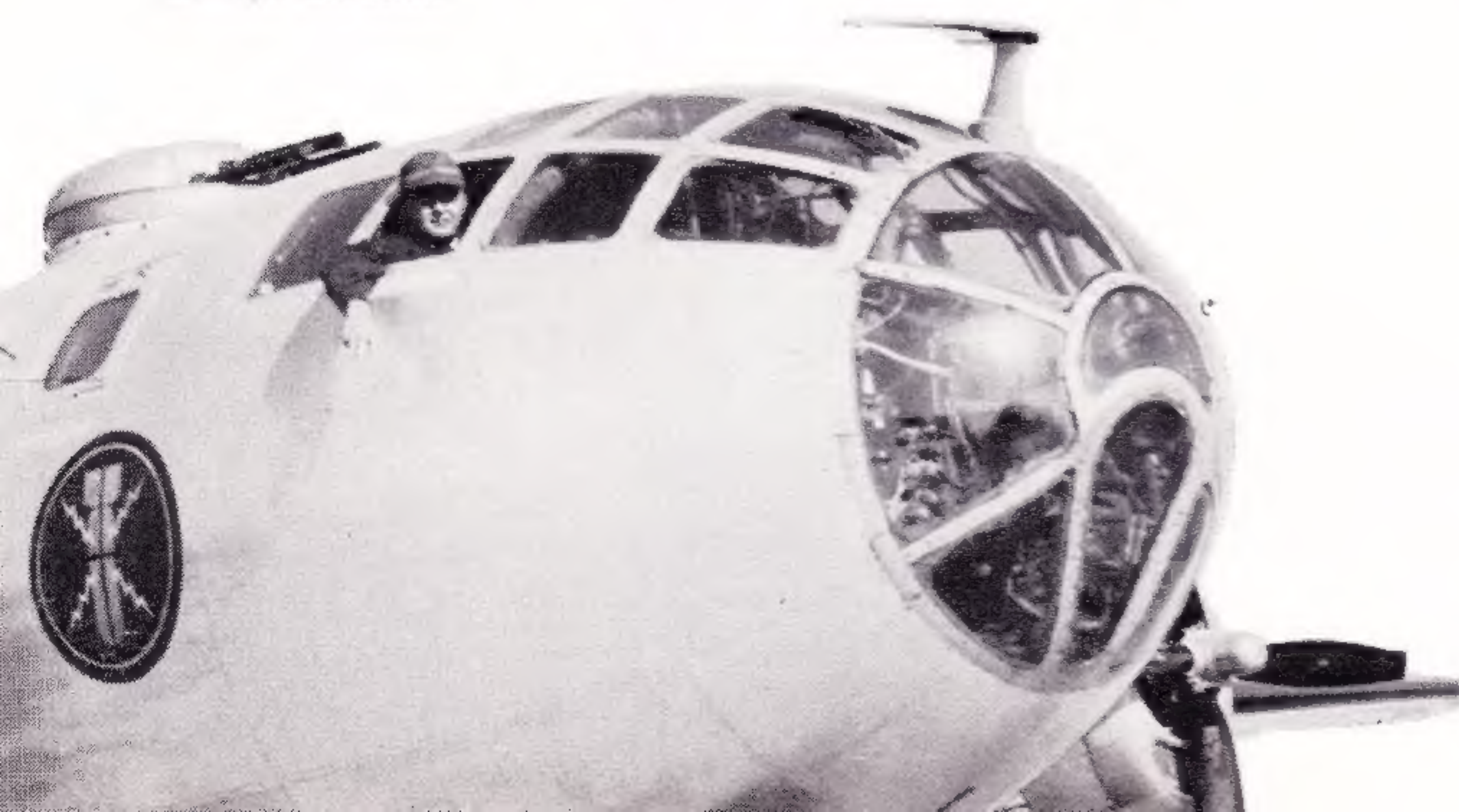
Housing has been a problem for the Air Force, but apparently it's being licked. Lake Charles citizens, by means of planned encouragement of housing construction and remodeling, have won national recognition for their efforts to help. Just outside the airbase the Public Housing Administration has augmented available housing by building a 247-unit trailer camp for Air Force families.

Getting the base into its present shape has cost \$11 million, and further improvements (more than \$2 million worth) are being pushed to completion. This includes a \$112,000 headquarters building, \$501,000 for relocation of railroad facilities, a \$150,000 maintenance docks, \$356,000 worth of supply warehouses, \$882,000 for base shops and aircraft shops, \$39,000 in extension of utilities and \$84,000 for installations shops — which indicates the base is a pretty busy place these days.

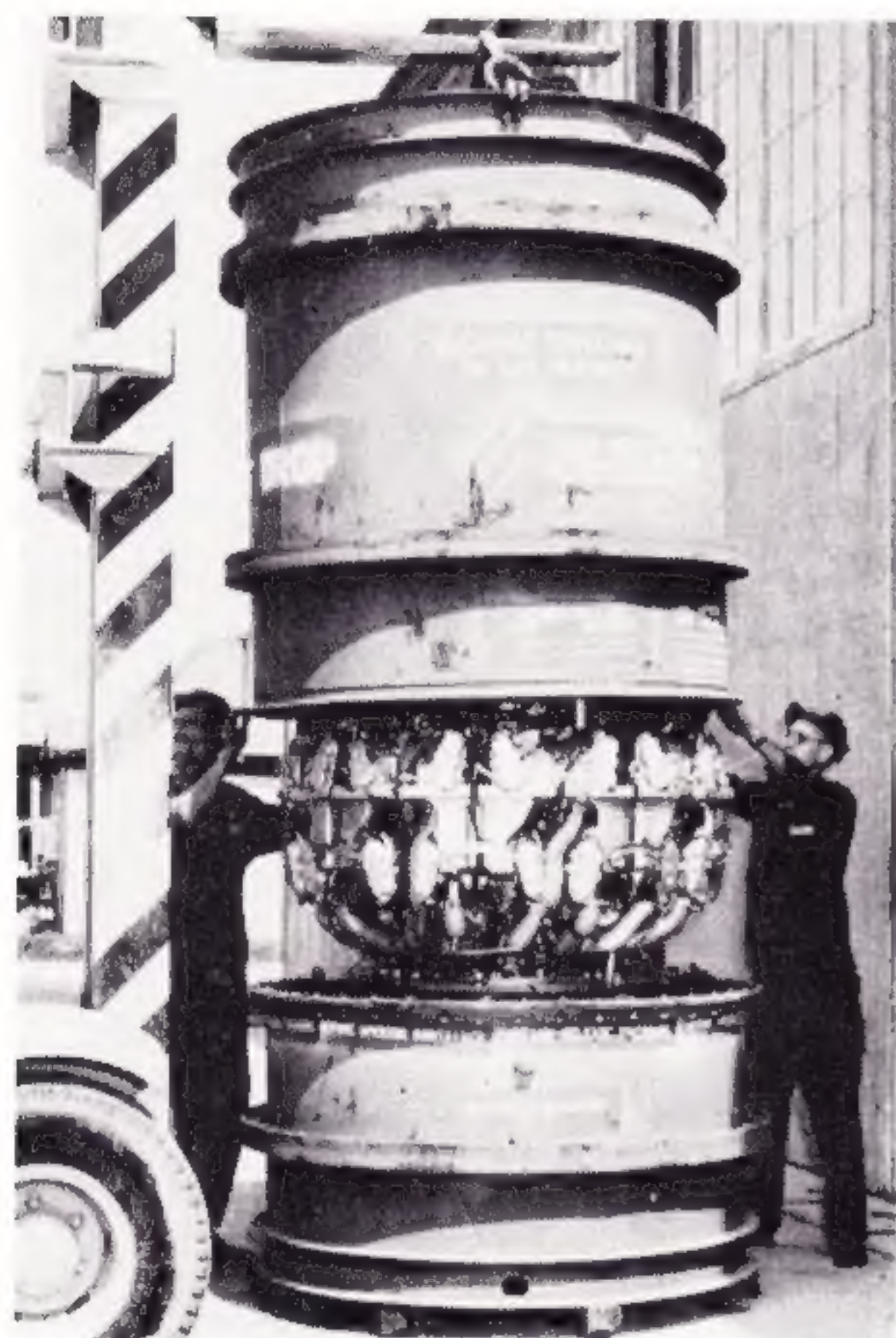
Uncle Sam has two combat-ready bomber wings at Lake Charles now, and the equivalent of five others have been trained there since the base was reactivated last year. Some personnel were in the skies above Korea a few days after leaving Southwest Louisiana.

Gulf Staters are proud to be providing all-important electric power to the base, and wish the Air Force an agreeable stay at Lake Charles. Like all Americans, GSU employees enjoy hearing a bomber overhead without having to ask, "Is it one of ours?"

"START ENGINE number three" is the signal being given by Captain Herbert A. Mailander, aircraft commander in the 66th Bomb Squadron, 44th Wing, at Lake Charles. The captain's flight time includes duty with civilian airlines as well as the Air Force. "Bomb and lightning" insignia is trademark of his squadron, the 66th. At right, enlisted airman on duty in the control tower, nerve center of the airfield, aims signal light at aircraft on the flight line below.

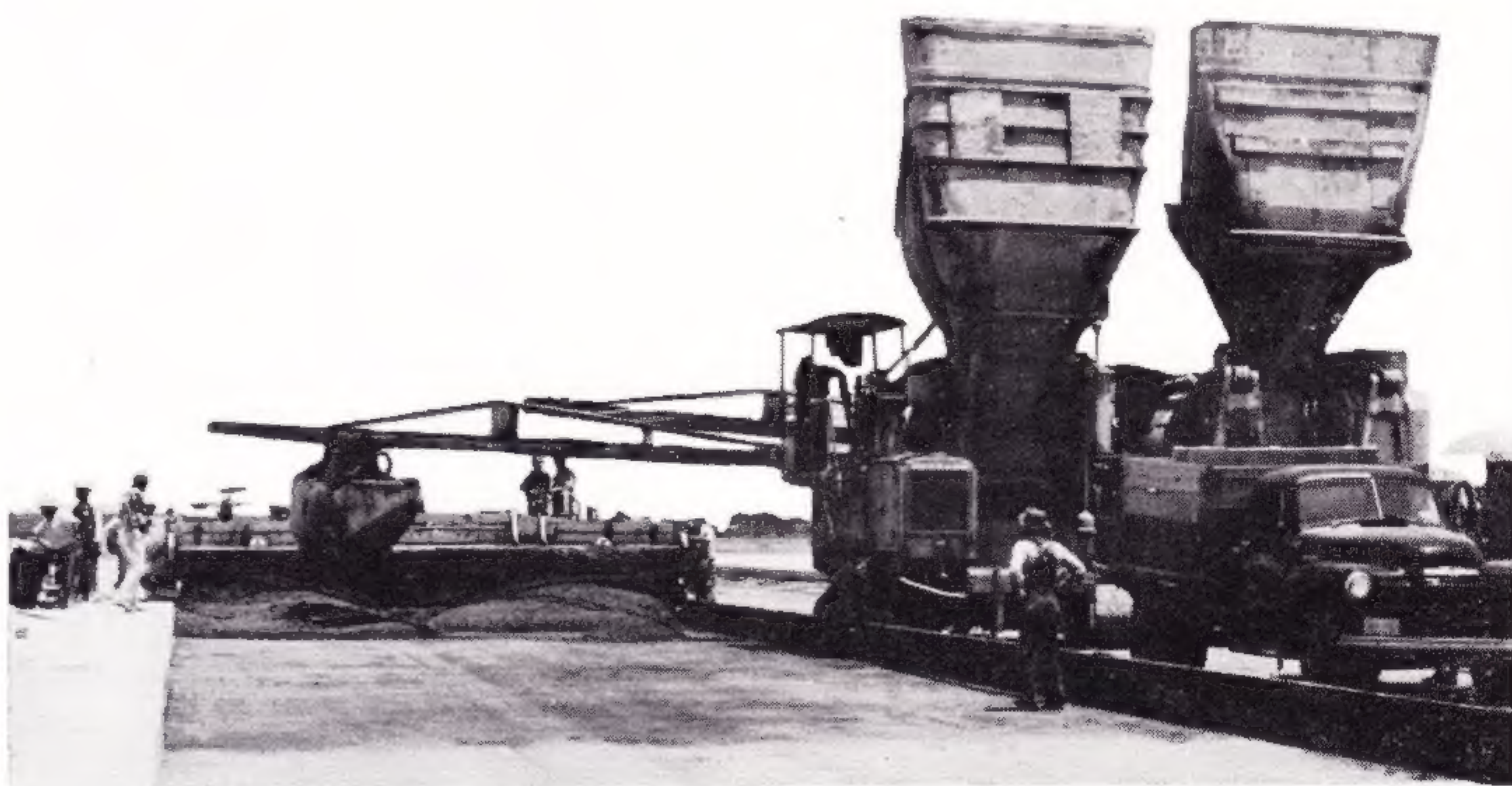


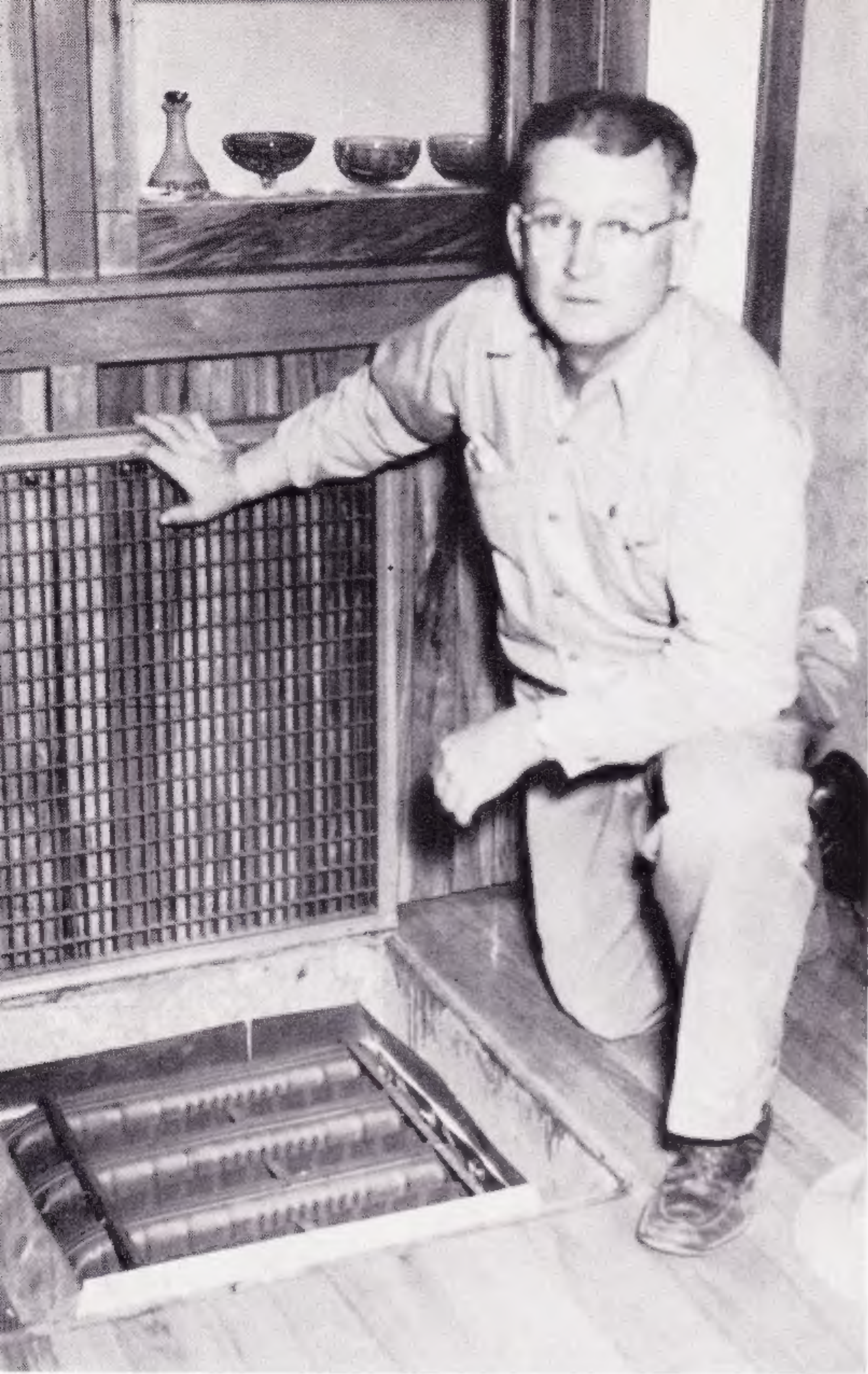
G. I. LINEMEN of the air installations squadron have to work fast to keep pace with rapid development at Lake Charles base. Gulf States has provided a substation at the edge of the field, but Air Force personnel have been doing much of the distribution work inside. Demand for power in the many shops and other installations has been at a high level.



"CANNED" HORSEPOWER — 2,200 of 'em — are ready to move whenever the Air Force is. Mobility is a prime asset of the Strategic Air Command, and spare engines such as this one are important baggage. This type of packaging enables an engine to be hauled by rail or truck, flown inside an airplane, or even dumped into the sea and towed ashore by boat when harbor facilities are limited.

GOOD RUNWAYS — some as much as 24 inches thick — are needed to support modern-day "heavies," which can exert plenty of pressure upon taking off with a full load of bombs and fuel, or when dropping in for a landing. And they have to be plenty long, too, in these days of high-speed landings. Enough concrete has been poured at Lake Charles Air Force Base to pave 500 miles of four-lane highway, according to estimates made by one contractor. Electrical conduits run through much of the concrete to facilitate servicing aircraft.





FLOOR FURNACES constitute 75 per cent of the heating appliances for Baton Rouge, and P. A. "Red" Adams, first class serviceman in the gas department, probably has lost count of the number of such installations he lights each year for gas customers in the city.

READY TO MAKE the next stop, Red leaves a satisfied customer behind and climbs into his truck to bring good Gulf States service to another. Swift, courteous and efficient work by men like Red has brought high praise for the gas department from customers in Baton Rouge.



B-R-R-R-R!

Turn on The Heat

"... AND NOW, here is the local weather report for Baton Rouge and vicinity. Clear and cooler today, tonight and tomorrow, with temperatures getting down to 38 degrees tonight."

To the average Baton Rougean listening to his daily newscast, a prediction like that means that cold weather is just around the corner and it's about time he does something about the old floor furnace, heating unit or gas heater. So, yawning, he climbs out of his comfortable chair by the radio, ambles over to the telephone and lazily dials Gulf States.

The only thing in the least bit strange about this maneuver is that it is being repeated, at almost the same moment it seems, in thousands of other Baton Rouge homes by thousands of other people who have waited until the frost is literally "on the pumpkin" before taking counter measures.

Office Swamped by Calls

Meanwhile, the scene at the other end of the telephone line is somewhat different from the relatively calm home tableau. Harried telephone operators work desperately to keep up with the tide of incoming calls requesting immediate service. Dispatchers pile up work orders for service men, meter-testing men and engineers, all of whom pitch in to take care of the emergency each year. And still the calls roll in.

According to Jake Sharkey, gas department service foreman, calls average nearly 200 a day in the winter, and about 90 a day in the summer. This year's peak day, at this writing, was October 8, when 690 requests were



LINED UP IN FRONT OF THEIR TRUCKS, gas department servicemen are prepared to start out on another full day of checking gas meters, turning on gas, lighting floor furnaces or water heaters, adjusting appliances on Gulf States lines and installing new meters. An average

of 200 calls are received on a winter day from the Company's more than 36,500 gas customers in Baton Rouge. Trucks are equipped with two-way radios for expediting emergency calls and saving time. The picture was made on the Company's Government Street parking lot.

handled! Incidentally, the World Series baseball games were still in progress on this day, and most of these 690 requests came in before and after this day's game.

Summertime does not mean the department can take it easy, however. There are enough gas ranges, refrigerators and water heaters to keep the servicemen hopping as they bring the best of service to over 36,500 gas customers.

The first flurry of winter winds is not without its accompanying bit of warm humor. Mr. Sharkey, C. A. Smith and Lillian Hansen all have their favorite stories to relate, selected from the thousands of urgent calls each year.

Jake's favorite concerns a frantic lady who called in saying she was alone in her house with her old mother and young daughter and that she smelled gas. Someone just has to come out right away, she sobbed. Acting swiftly, Jake alerted a nearby truck and help was rushed to the scene.

Power of "Suggestion"

The servicemen found the weeping ladies, all right, but no escaped gas. Instead, in front of the house a large

road-building truck was belching smoke and fumes as it black-topped the roadbed in front of the house. Once this was pointed out to the ladies, all was serene.

C. A. Smith likes to recall the descriptive ability of one mechanically minded fellow who called in to say that "the thing that looks like two pancakes slapped together on my meter" needs fixing. He meant the regulator.

Lillian Hansen always remembers the lady with the confusing but amusing terminology. It seems this lady

was having trouble with her cooking, so she called in to ask someone to come out and "suggest" her stove. Upon being queried as to what "adjustment" was needed, she wailed that she didn't know, but "the doggone cornbread I put in the oven is jest settin' there, suffocatin'!"

Humor notwithstanding, the personnel of the gas department, with their long record of safe, courteous and swift service, has done much to make Gulf States a popular name in Baton Rouge.



RUSH SEASON every winter finds this group of Gulf Staters hard at it to keep up with the tremendous number of telephone calls for gas service. Seen at the gas department "GHQ" recently were (standing, left to right) C. A. Smith, Mary Persick, Thelma Scioneaux and Lillian Hansen, with service foreman Jake Sharkey at his desk.



1. MEETING TWO of his fellow junior engineers at the door, Clarence (right) arrives at the Gulf States office at Beaumont to start a typical day's work. At left is J. H. McClelland, Jr., and in the center is H. E. Mack.

a Gulf Stater's day

Second in a Series

THE JUNIOR ENGINEER

INCREASINGLY IMPORTANT in these days of expansion and development all over the Gulf States system is the hard-working junior engineer, and PLAIN TALKS this month pays a day-long visit to a typical employee in that classification as he performs his duties. With the photographer following him through his routine on a representative work day, Clarence E. Fisher of system engineering, Beaumont, gives an idea of the jobs a junior engineer is likely to encounter when he comes to work in the morning.

The friendly Gulf Stater was kept busy planning a transformer replacement job at the Travis Street substation in Beaumont when PLAIN TALKS spent the day with him. Two banks of single-phase, 7,500-KVA transformers were to be removed and three banks of modern 7,500-KVA

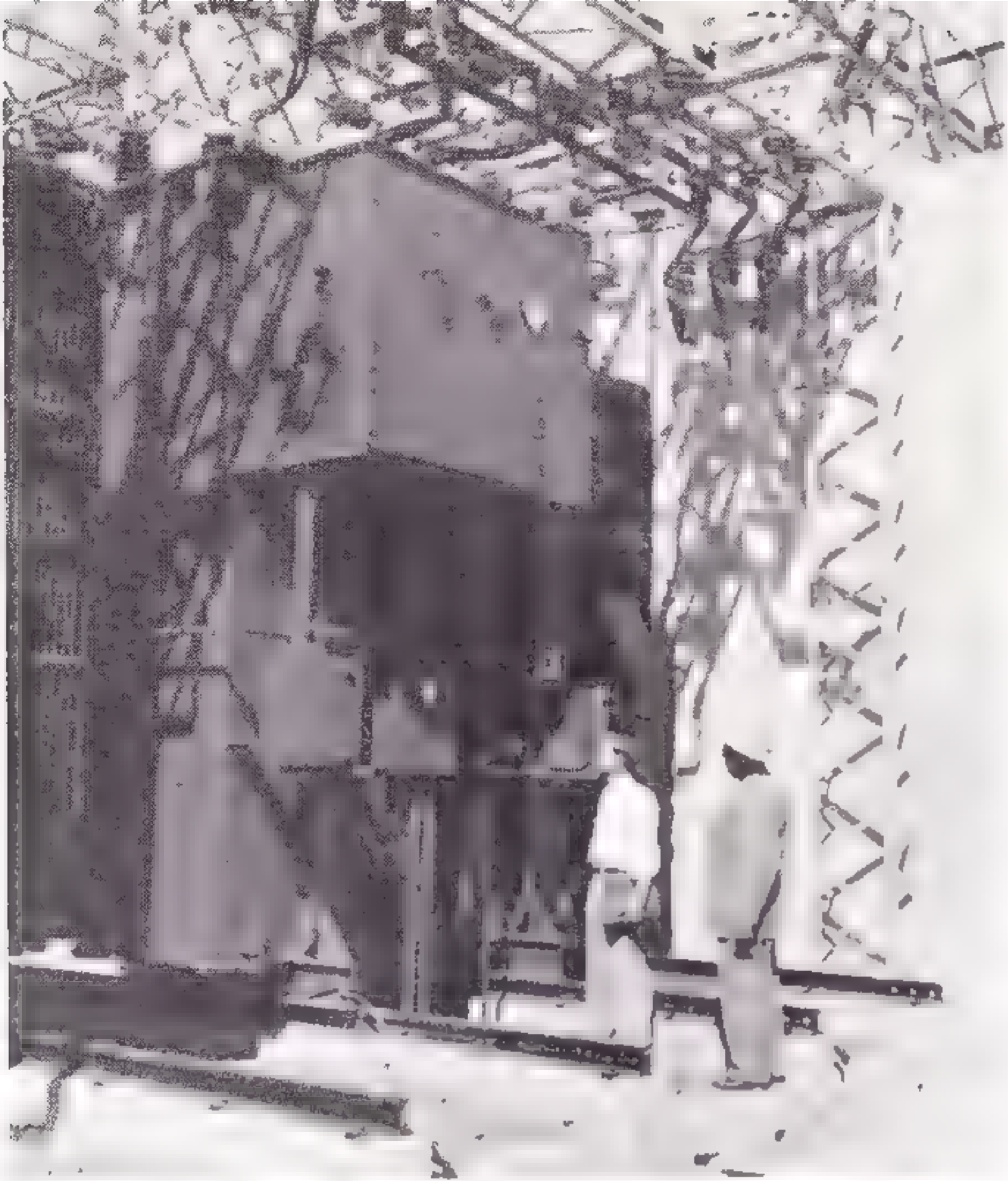
(Continued on Page 10)



2. GETTING DOWN to business, Clarence meets with M. H. Elissalde, engineering supervisor, to plan the day's work — which in this case turns out to be planning a transformer replacement job at Travis Street substation.



3. AT THE SUBSTATION, he's joined by R. N. "Pop" Rouse, general substation foreman, and they look over oil circuit-breaker equipment for a bank of transformers, discussing details of replacement with more modern equipment.

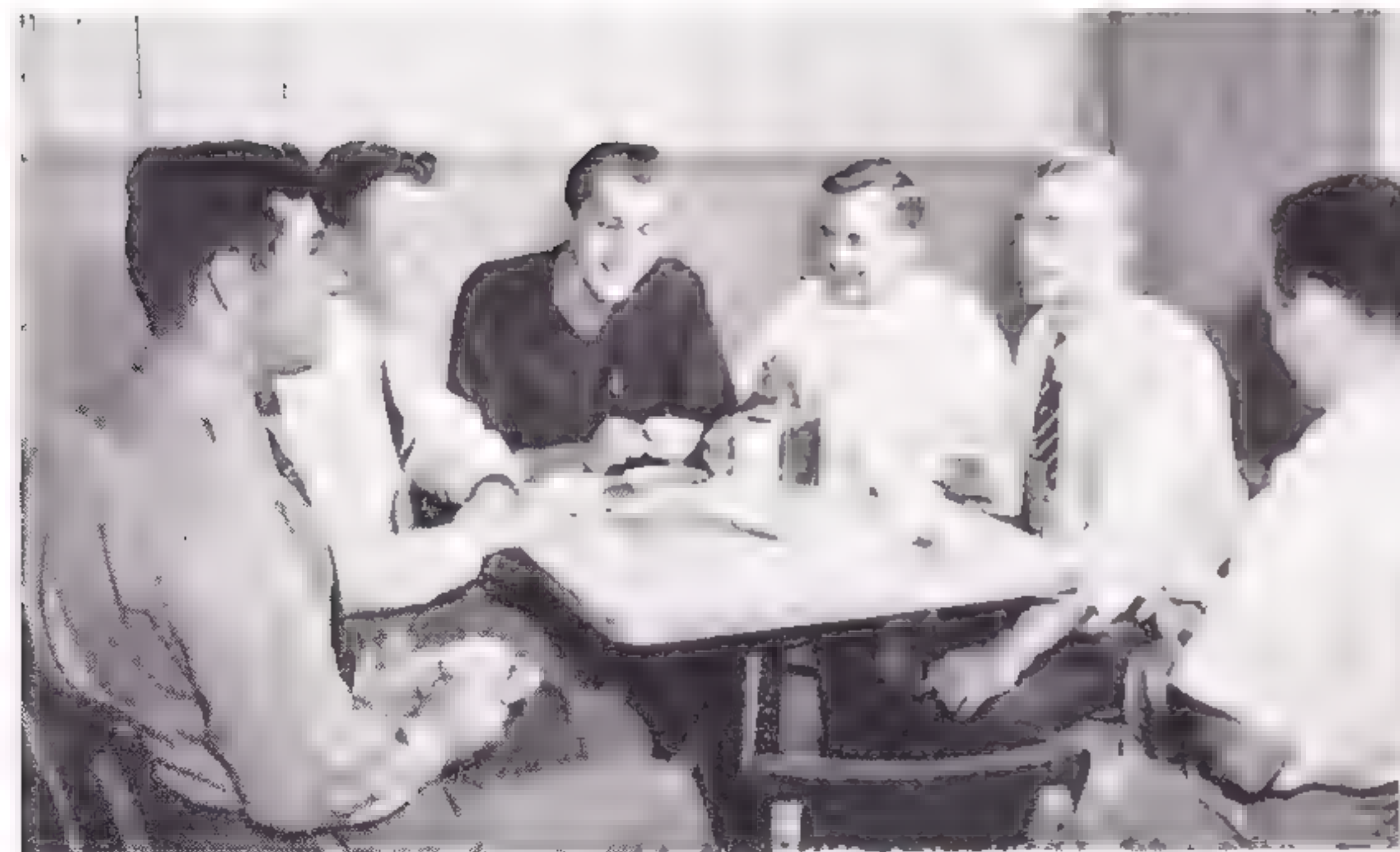


4. CLARENCE AND "POP" check control for TCUL equipment. The junior engineer plans details of construction work beforehand and must prepare inspection report upon completion. This includes foundations, steel detail and sometimes even wooden structures.



5. INSIDE THE SUBSTATION the Gulf Staters inspect control equipment, and Clarence scans drawings and construction data. He finds the job will include alteration of control panels inside as well as the replacement work outside.

6. SHORT-CIRCUIT calculations made on a D. C. calculating board by engineer Carl Larpenter of the relay section (right) are watched by Clarence. Carl's board will show short-circuit current available when new banks of transformers are installed.



7. TAKING A BREAK, Clarence drops in at the Company coffee shop and joins five other junior engineers for a few minutes of relaxation. From left, they are W. R. Harris, Frank Hazmuka, Gerhard Smith, Fisher, E. P. "Buzz" Traiteler and Jim Fitzpatrick.

8. HERE HE DICTATES notes made during the day's inspection to stenographer Eleanor Nauck. Later they'll become construction specifications for the transformer replacement project under his direction at Travis Street.



Varied, interesting work makes day pass quickly

three-phase units, equipped with TCUL facilities (tap changing under load), were to be substituted for them.

Product of A. & M.

Clarence is a native of Kerrville, Texas, and he finished Texas A. & M. in January, 1949, with a bachelor of science degree in electrical engineering. He joined the Gulf States family the month after he was graduated.

Mr. Fisher is about to wind up his stint as a junior engineer. In both Louisiana and Texas, professional engineer status requires four years of practical experience as well as a college degree, and at Gulf States work is allocated to the junior engineer that, when satisfactorily completed, will qualify him for professional registration.

Today's junior engineers are being groomed to handle the work the Company expects to arise as the vigorous, 28,000-square-mile Gulf States service area continues to build more, bigger and better of practically everything including industry, which is a hungry consumer of electrical power.

Gulf States realizes that it will take more than new equipment to meet tomorrow's increased demand, and engineers with skill, energy and imagination are a "must." Junior engineers usually arrive at Gulf States fresh from college, and after undergoing a

six-months-long orientation course, they immediately embark on assignments in a multitude of specialties.

Employed in Four Fields

Jobs are arranged in one of four fields — system engineering, transmission and distribution (five departments), sales, or production — and the new Gulf Staters are on their way towards a solid career in the electrical industry.

"Their work requires them to call upon everything they learned in school," explains one longtime engineer who works closely with these new employees. "They lay out all types of work, select the proper equipment for the job, and prepare estimates of costs, which are used by management in obtaining the funds necessary for the projects." These estimates figure importantly in the engineering department budget for the year.

A junior engineer couldn't pick a better part of the country in which to start work. As one Company official jokingly remarked not long ago in commenting upon the unlimited opportunity available in the Gulf States service area, "We have a bear by the tail down here." But with a good batch of engineers on the way up, the Company is quoting odds the bear won't go anywhere without Gulf States Utilities Company.

9. ANOTHER STOP for Clarence is the drafting room, where he's seen after lunch. With drafting supervisor J. M. "Pinky" Geen, right, and senior draftsman Bennett Canizaro, he talks over construction details and arranges to have drawings made.

10. INFORMING MANAGEMENT and getting approval for the job is one of the last details in Clarence's day. Engineering manager A. E. Beattie (center) reviews the plans, as design engineer N. C. Spencer (far left), superintendent of planning R. W. Sherwood (far right), Clarence and Mr. Elissalde (standing) look on.

11. AN INSPECTION of a different sort occupies Clarence and son James Frank, not quite two years old, as his wife, Inez, gets supper ready after he comes home for the day. (The Fishers' kitchen range is electric, of course — what else?)

12. AFTER SUPPER, the junior engineer gets in a few licks at a local bowling alley for recreation. He's a member of one of the Gulf States-sponsored bowling teams, which accounts for the Reddy Kilo-watt emblem on the back of his shirt.



SIGN OF THE TIMES

*... goes up at
Baton Rouge*

DAY AND NIGHT for many years, thousands of automobiles, trucks and buses have traveled the Scenic Highway route in and out of Baton Rouge, passing with barely a glance at the huge petrochemical, synthetic rubber and electric power establishments of Ethyl Corporation, U. S. Rubber, Solvay and Gulf States Utilities Co.

Their comment, if any, generally followed these lines:

"Some big industries in there! Wonder who they are and what they're making?"

A big reason for this apathy was the lack of a sign telling the full story of what goes on behind this facade of smoke, steam and fire. A small sign, to be sure, was located at the end of Gulf States Road, facing North-and West-bound traffic, but it was inadequate to command recognition from a majority of the passers-by.

During September, as the "before-and after" pictures on this page indi-

cate, the Company erected a much larger, two-way directional signboard which lists the four companies located on the property bounded by Gulf States Road and the Ethyl line, between Scenic Highway and the Mississippi River.

Photo at the lower left shows Gulf Staters and representatives of a local outdoor advertising concern as they plan the location. At lower right, another picture shows what southbound drivers along Scenic Highway formerly could see as they headed towards downtown Baton Rouge.

At the top of the page is the new sign, photographed the day it was completed. At night, the arrow containing the words "Gulf States Road" will be illuminated. Now the heavy traffic pouring along the four-lane concrete strip to the right of the sign will have a chance to see exactly who's at work in the densely-industrialized section extending to the river.



LEFT — STAKING OUT the site for the new sign are Jim Stelly, GSU lighting engineer; Bob Dawson, engineer from the Baton Rouge t & d department, and representatives of an outdoor advertising firm. In order to give traffic unrestricted vision of the sign, the t & d boys relocated a pole.

RIGHT — IF YOU drove a car south on Scenic Highway, towards downtown Baton Rouge, this is what you saw on Gulf States road before the new sign was erected. In the background are tanks and "cat crackers" of the vast Esso oil refinery at Baton Rouge, which is another neighbor and customer of Gulf States.



a pole goes UP!



Pole-setting activity was occupying J. C. Morrison's crew in Beaumont not long ago, and while they were at work on Avenue A one hot morning, a PLAIN TALKS lensman dropped by to snap them in action.

The result is the series of pictures at the right. At top, the group watches while a hole is dug to receive the pole. Then, proceeding towards the bottom of the page, you can see the pole being raised into position and dropped in.

Measuring 65 to 70 feet, the big creosoted shafts of timber are hard to snake into position, but with skilled hands and the right equipment placed in use, Gulf Staters make the task appear easy.

The poles were built to support a highline running approximately three miles between two substations.

Employees Say "Okay" to New Reading Rack Idea

IF I HAVE BEEN taking sulfa drugs would sun-bathing be harmful? What does the U. S. Constitution say about how Presidential candidates are nominated? How can I remove lipstick stains from a shirt-collar? Isn't the actual damage done by forest fires exaggerated these days? Who is the most important single figure in stopping crime in our cities and towns?*

Gulf Staters who make regular use of a new Company service for employees will know the answers to at least some of these questions. (If not, see below.) Each is taken from Reading Rack booklets free to anyone with a yen to pick them up.

Now in full swing, the Reading Rack service was originated in Beaumont and Baton Rouge this May and extended systemwide late in September. Twenty-one large wooden racks and 38 smaller wire racks are in use at present, and as of early last month a total of 12,500 booklets had been put in place on them.

No Axes to Grind

Practically every office, shop or building throughout the Gulf States system now has access to a rack, and an average of 910 booklets go out weekly. Many titles are "cleaned out" in a matter of days.

At first glance, the Reading Rack looks like another of the many outlets for advertising and propaganda so much in evidence these days — but at GSU it just ain't so. Special effort is

"It might very well be harmful, according to 'The Sun and You.'" Second question: The Constitution is silent on this point, as commented upon in "And May the Best Man Win!" Third question: Three ways are suggested in "Stain Removal — Home Methods." They are vaseline and carbon tetrachloride; glycerine, soap and water; hydrogen peroxide and sodium perborate. Fourth: Nope—each year enough saw timber to build 86,000 homes is burned needlessly, said "Keep America Green." The last question: It's the district attorney or prosecuting attorney, according to "You Hold the Key to Crime," edited by J. Edgar Hoover of the F. B. I.



HELPING THEMSELVES to some good reading at the Company's reading rack in the Baton Rouge main office building are Mildred Tribble, left, home service advisor, and Mrs. Pauline Sims, B. R. accounting department. Other racks are located at the service building, substation office and Louisiana station; small racks may be found in rural offices at Clinton, Port Allen and Denham Springs, and there's also one in the North Baton Rouge branch office.

made to keep selections varied, interesting and above all reliably factual.

Most of the booklets are purchased from a firm which specializes in printing handy, easy-to-understand Reading Rack materials on practically every subject under the sun. Topics range all the way from cooking to sabotage, from how to invest your savings to ways to reduce your waistline. Due to Gulf Staters' interest in the electric power industry, naturally this field is well-covered, but information about our industry doesn't dominate the racks which, of course, often are used not only by employees, but also by customers and visitors.

The advertising department is in charge of the service, but there's little "advertising" material on the racks, unless "The Man Without a Country" is considered patriotic advertising or

"Are We Going Over the Brink?" is considered advertising for economy in the Federal government.

You Be The Judge

Comment by employees so far, the ad department reports, has been favorable, and continued effort will be made to keep practical, informative booklets available to Gulf Staters on their Reading Racks. Some of the more noteworthy titles are mailed out to a "blue-ribbon" list of community leaders all over the system — doctors, lawyers, civic club presidents, newspaper editors and others — but it's the ordinary GSU employee who's considered first when the booklets are ordered, and his interests furnish the guide to their selection.

Next time you pass your reading rack, stop and see what's on tap for the week, if you don't already have the habit.

Safety Gets Emphasis at

Eatin' Meetin's

... at Louisiana Station,
Navasota and Beaumont



"I DON'T want to wish any of the other divisions bad luck," said Navasota Division Manager E. L. Granau (upper left), "but I sure hope we can improve our motor vehicle accident standing in the system." He paid tribute to the division's excellent safety rating in other respects, however, with upwards of 100 Gulf Staters listening in the Navasota country club. Afterwards, the group saw several movies and were fed a goodly load of barbecued chicken.



HUMOROUS card plugging safety work is explained by System Safety Director Jack Shirey.





IT'S A BEAMING R. J. "Bob" Robertson (right) who holds the safety award being presented by Louisiana safety representative T. Odis McKnight at the annual Louisiana station service party in Baton Rouge. The bars dangling from the bottom of the plaque indicate the number of years Louisiana station has won the award — it already resembles

a U. S. Marine's weapons qualification "ladder." Bob predicts still more bars are forthcoming. In the picture to lower right, Gulf Staters Jim Derr, Jack Reich, McKnight, Robertson and Cooper Spengler are "frozen" by the press camera in the midst of an all-out assault on steaks at the power plant supper meeting. (The steak growing cold in the foreground belongs to the photographer, Jim Turner.)

PRESIDENT Roy Nelson warns that being "better than average" isn't nearly good enough.



SAFETY MEETINGS have been cropping up all over the system during recent weeks, and **PLAIN TALKS** managed to attend three which were held for Navasota division, Beaumont t & d and Louisiana station. The fare varied from steaks to shrimp to barbecued chicken, but the theme was the same: Let's keep striving for safety.

The Gulf States accident rate continues to be far less than the national average for utilities companies, but the safety department believes there's plenty of room for improvement. As President Roy Nelson expressed it at the Beaumont meeting, just being better than average isn't good enough. "We always expect to be better than the national average in anything we do," he said.

Gulf Staters who know first-hand the pain and cost of an accident will probably go along with that idea 100 per cent.

"MY PLATE runneth over," says James O. Castilaw of Beaumont, in picture at left, when the t & d department passed through the chow-line for a shrimp feed after their safety meeting.

IMPORTANT ROLES in bringing the 1952 safety award to Louisiana station are credited to these Gulf Staters. At right, group includes Willie Leonard, Jesse Davis, Charlie Butler, H. Dotson, Manuel Turner, Robert Field and Joe Dorsey. Flanking Bob Robertson in lower picture are Aaron Sanders, left, and Will Parker.



Cruising in the Pacific Ocean this month is Orange District Superintendent **C. H. Meeks**, who is a guest of the Secretary of the Navy in a party of civilians aboard an aircraft carrier for a five-day trip out of San Diego, California. Mr. Meeks was planning to fly to the West Coast sometime before November 17 to board the warship.

gulf staters in the news

Paul N. Masterson, supervisor of credits and collections, has been appointed chairman of the Forestry Committee of the Beaumont Chamber of Commerce.

President **Roy Nelson** was in New York City for a two-day meeting on atomic power for industrial production October 16-17. The event, held under the sponsorship of the National Industrial Conference Board, featured such speakers as the former head of the Atomic Energy Commission, David Lilienthal. Mr. Nelson is one of 50 American leaders in business, industry, government and education who are members of the National Industrial Conference Board.

C. F. Contois, sales manager of the Baton Rouge division, has been elected to the board of directors of the Baton Rouge High School Dad's Club, an organization composed of fathers of students of the high school. The club is designed to foster better relations among the student body, families and faculty.

MAHER PROMOTED IN OCTOBER

L. G. Maher of Beaumont, a Gulf Stater since May, 1925, has been promoted from administrative assistant in the general accounting department to the position of tabulating supervisor. The promotion was effective October 1.

Mr. Maher's responsibilities embrace coordination of activities and direction of personnel in the newly-created tabulating section of the general accounting department.

Beginning his GSU service as a meter reader, Mr. Maher advanced through the position of clerk and assistant cashier, merchandise stock clerk, assistant stores auditor and ac-

GSU District Manager **Lloyd Brannan** of Silsbee, a past president of the Silsbee Kiwanis Club, was elected lieutenant-governor of Kiwanis District 10 at the Texas-Oklahoma convention of the club, held last month in Austin. Mr. Brannan holds the highest post ever awarded a Silsbee Kiwanian.

Jim Turner, PLAIN TALKS associate editor and assistant advertising director in Baton Rouge, has been elected to the board of the East Baton Rouge Parish American Cancer Society organization.

R. B. "Bob" Cruise, right of way engineer, signed a membership card early last month with the Beaumont YMCA which symbolized 25 years of uninterrupted membership in the association and he thereby became eligible for the YMCA's Silver Anniversary Club.

Gulf States serviceman **H. L. McCullar** is the new president of the Vidor Volunteer Firemen's Association, it was announced October 10 as a drive for \$8,000 to purchase new fire-fighting equipment got under way at Vidor. Mr. McCullar is head of the Vidor Lions Club finance committee, and the Lions have been in the forefront of the movement to obtain the equipment.

Port Arthur division Sales Supervisor **C. G. "Blackie" DeCuir** served as publicity chairman for his community's observance of National Employ the Physically Handicapped Week October 5-11.

Vice-President and General Sales Manager **L. F. Riegel** was elected 1953 president of the Beaumont Country Club at a meeting of the organization's board of directors late last month. Mr. Riegel served as grounds chairman during 1952.

countant to his post as administrative assistant, which he had held since September, 1950. Beaumont has been the scene of all his service with the Company.

"OVER THE TOP" AT L.C.

Colored employees of Gulf States at Lake Charles were awarded a Red Feather citation last month. The reason: they racked up a 100 per cent contribution record in this year's Community Chest drive at Lake Charles. GSU employee **C. E. Torrains** made the award to the group.



A LINEMAN'S WORK, so it seems, is never done. When Grogan Lumber Co. burned in Conroe several weeks ago, it meant a trip topside for Conroe lineman **B. F. Sparks** to extinguish a fire in the center of one of Gulf States' poles.

GSU's Annual Report Receives Two Honors

The handsome, 44-page annual report for the year 1951 issued earlier this year by Gulf States has been singled out for two honors in competition with other firms' annual reports.

The Texas Manufacturers Association, in a statewide contest, gave the GSU publication a third-place ranking among reports issued by corporations with 500 or more employees.

Later, the Company was notified that Financial World magazine had ranked the Gulf States report third among utilities companies in the entire southwestern U. S. region.

Preparation of the annual report was under the direction of Secretary **W. H. Gieske**. The publication was printed in four colors, and the cover includes an aerial view of downtown Beaumont with Gulf States' Neches station depicted in the upper left corner of the page.

•after hours•

Things are fairly buzzing) around the Schultz house)

LOOKING AFTER possibly a half million honeybees doesn't sound like a very relaxing after-hours hobby, but a Gulf Stater at Orange does just that — and likes it. He's serviceman O. H. "Ollie" Schultz, member of the Gulf States family since 1944 and a beekeeper in his spare time since 1945.

Ollie has had his ups and downs in the bee business — with most of the "downs" coming right at the start but he's a confirmed beekeeper now and says he gets a big kick out of it. He recalls buying his first bees and equipment and going to pick up the bees in a borrowed truck. "The truck belonged to Eddie Frenzel," he says, "who then was a lineman for Gulf States. My first bad luck came when I busted a piston in the truck."

After he got the colonies of bees home, he tried to transfer them to new hives. "As I knew absolutely nothing about bees," Mr. Schultz explains, "I didn't think to examine them before I bought them. When I opened the hives I found I had bought swarms of bees with no foundation in the frames. The comb was built cross-ways in the frames and I had to completely tear them up. In doing so, I must have got two queens in the same hive and they killed each other. I lost them all."

Keeps on Trying

That didn't dampen his enthusiasm, however. "I succeeded in getting several swarms of bees that year, but before I tried to manipulate the bees again I started studying them. I subscribed to a national bee journal and bought a book on bees." Then he was on his way.

He gathered up old cross-arms, spacer bolts, wood pins and glass insulators. "I put them together just like we prepare double arms for poles and turned them upside down. I sat

the insulator on another piece of cross-arm. This was just right for pouring oil in the skirt of the insulator to keep ants out of the hives, and it made a nice bee stand."

Mr. Schultz has 10 hives at present (seven are in production) and he estimates each is home to 40,000-75,000 bees. Every hive has a queen and to date Ollie has bought some 25 carefully-selected specimens from queen-breeders. He has introduced nearly all of them into their hives successfully (bees will kill queens which they fail to "accept").

"I practice clipping the queens' wings to keep them at home," he points out. "If I become negligent and the queen decides to 'swarm,' she will just fall to the ground in front of the hive instead of flying away."

Ollie gets about 275 pounds of honey a year from his hives and sells everything he doesn't use at home. Using his own extractor, jars and labels, the Gulf Stater markets his product at 40 cents per pound and has plenty of regular customers. He also sells some beeswax to a hospital, where it's used in making casts, and he generally succeeds in making his hobby pay for itself.

A hive of bees is a well-regulated community with definite social and working relationships among the population. Each day, as the seasons change and new plants mature, bees fly out in search of redbud, sweetgum and tupelo gum, holly, clover, blackberry, mayhaw, goldenrod, daisies and other vegetation. They return with the substances needed in the hive — nectar, pollen, beebread (protein food mixture containing pollen) and other particles. When a bee discovers an unusually fertile patch of forage, he comes back to the hive and practically dances a jig, called the "bee dance," from which other bees learn the nature and location of his find.



AN AVID BEEKEEPER, Gulf States serviceman Ollie Schultz derives pleasure and relaxation from his exacting hobby — yet he sells enough delicious, nourishing honey to make it pay its own way. Ollie has a well-equipped shop where he makes most of his fixtures and equipment, including the bee stand on which he's sitting in this picture. Notice the "landing porch" on the front of the hive. Sometimes the bees return so heavily laden with pollen or "beebread" that they undershoot the slot leading into the hive and would drop exhausted to the ground if it weren't for the special deck provided for them to land on. Incidentally, Mr. Schultz isn't always able to open the hives without protection, as he's doing here. Sometimes the insects take an energetic nip at him and have to be kept off with a hood and gloves.

Like many hobbies and after-hours interests, beekeeping can be highly demanding. A duck-hunter sometimes has to wait hours in a freezing blind for a single good shot; an amateur cabinetmaker usually gets a fair share of banged-up fingers and splinter-stuck hands before he turns out a piece of work; plenty of photographers come out of their darkrooms bleary with eyestrain and stinking from chemicals before getting a picture enlarged right.

And so it goes. Although his bees are trained to behave themselves, occasionally they sting the daylights out of Ollie while he's tending their hives. But he's used to it. "He doesn't pay any more attention to a bee-sting," his father says, "than you or I would pay to a mosquito-bite."



GULF STATES EMPLOYEES' ASSOCIATION was a big factor in handling the "United" drives in Baton Rouge and Beaumont. Baton Rouge members met with Vice President H. C. Leonard (above) to discuss drive

plans when this picture was taken. Shown are Messers. Dick Smith, Leonard, Feltus Sterling, S. A. McKenzie, Murray Martin (an association vice president), Louis Sanchez, Sam Elsworth, Ray Price, Jim Stelly, Alfred Lusk and W. P. Cautreaux.

GSU Joins "United" Drives



KICK-OFF MEETINGS explain the United Givers drive and afford donors a chance to ask questions concerning any phase of its program. Here are two GSU meetings where (top) Myron Falk, Fund director, talks to the T & D and gas department employees, while (bottom) employees at the B.R. Service Center are shown listening to Mr. Falk and guest speaker, Fred Grace, explain the Fund.

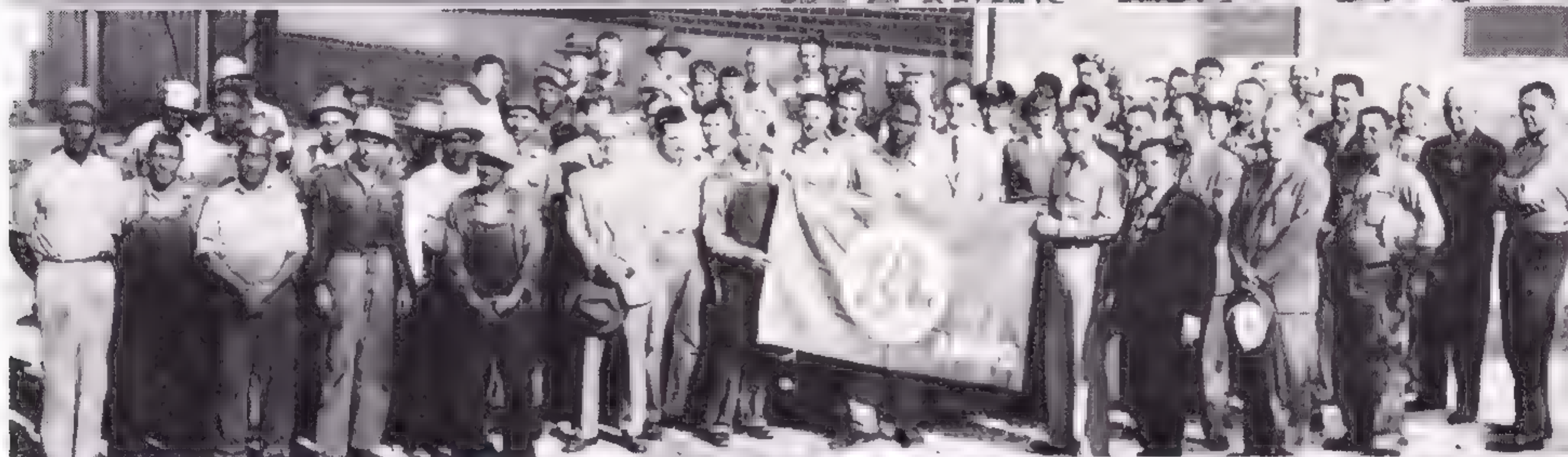


FRED GRACE, Baton Rouge business man and ardent Fund backer, talks "United" giving to another group of t & d and gas department employees at a second meeting for these employees.

LONG RECOGNIZED for their generous civic spirit and active participation in their communities' fund drives, Gulf Staters are adding still more honors to their already lengthy list. Two of the successfully-staged civic fund drives — United Givers in Baton Rouge and United Appeals at Beaumont — are dealt with on these pages. In both cases, employees achieved their assigned quotas, enabling participating organizations to "count Gulf States in" for a share of support during the coming year.



AT BEAUMONT United Appeals givers were presented with flags for reaching goals. GSU won three and had them presented by Campaign Leader "Chick" Dollinger as pictures below show. Beaumont GSEA members who cooperated in making the GSU goal were honored at a supper, (right) at which President Roy Nelson complimented and congratulated them for their outstanding job.



FUN FOR BOYS AND GIRLS!

★ A TREASURE CHEST OF THINGS TO MAKE AND DO ★

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A TURKEY SHOOTING GALLERY

This turkey shooting gallery is for the Thanksgiving season. You make the outfit yourself and play the game on the floor or the dining room table.

Out of art paper cut 20 little turkeys shaped like that in Figure 1. The tab at the bottom of each (dotted line marked "A-B") is to be folded back so the bird will stand upright. Each turkey should be one and three-fourths inches tall and the tab should be seven-eighths of an inch from the bottom edge to the dotted line. For each player you will need a soda-straw to be used as a blunderbuss and 10 tiny, tightly-rolled balls of paper for ammunition. Stand the 20 turkeys in a scattered flock as



FIG-2

in Figure 2, facing in various directions. The players sit around the table, each with his blunderbuss and ammunition. At a signal, all start loading their guns and blowing at the turkeys. When a paper ball hits a turkey and knocks it over, the player has bagged that bird and removes it from the flock.

When all the turkeys have been shot, the player who has the most is the winner of the game. If you prefer, the turkeys can be numbered from 1 to 10 and the winner will be the player whose turkeys total the most points. Try it! It's lots of fun!

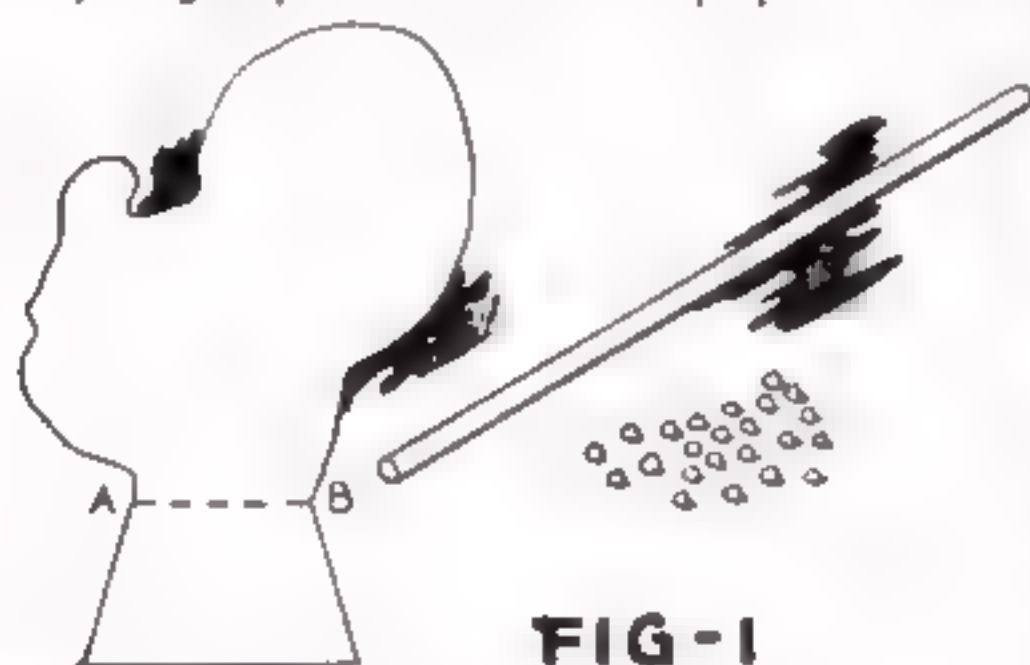


FIG-1

How Many Keys Do You See in This Keyhole?



Can you count the keys in the keyhole without using a pencil to check them off? It's hard to do! The answer is on this page. Of course, if you want to use a pencil to help, you may, but try it first without.

TRY THIS

HERE IS HOW TO IMPRINT a design on a piece of leather. Select leather that is soft and pliable. Soak it in water for five minutes. With a clean blotter, remove the excess water. Place the leather right-side up on a hard surface, such as a bread board. Then use the rounded side of a nutpick point to press your initials, the letters of your name, or any other design into the damp leather. When you have completed the design, set the leather aside. After it has dried, the indentations you made will remain. If you trace over the indentations with indelible pencil while the leather is damp the design will be in color when it has dried.

ANOTHER IDEA: Make a big, fat scrapbook of your favorite newspaper comic strip. It will be a fine gift to deliver to a friend who becomes ill and has to stay in the house or the hospital for a long time.

TOM THUMB BASKET

By CAPPY DICK

Author of "Stay-At-Home Book"

A Tom Thumb basket which is only two inches tall is fun to make from a piece of cork, some round toothpicks and some colored crepe paper. If you make enough of them you can use them to hold nuts or small candies at a family dinner, putting a basket at each person's place at the table.

Here's how the basket is made:

Slice off a half-inch piece of the cork (see dotted line in Figure 1). This piece will be the bottom of the basket. Stick



FIG-1



FIG-2

nine round, colored toothpicks into the cork around its edge, slanting them outward as in Figure 2.

Cut a long strip of crepe paper half an inch wide, cutting across the grain of the paper. Stretch the strip, then twist it into a tight cord.

Apply paste to the sides of the cork base and wind the twisted paper around it until its sides are covered (Figure 3). Then, without breaking the paper, proceed to weave it in and out between the nine toothpicks.

When you have woven as high as you wish the basket to be, cut off the protrud-

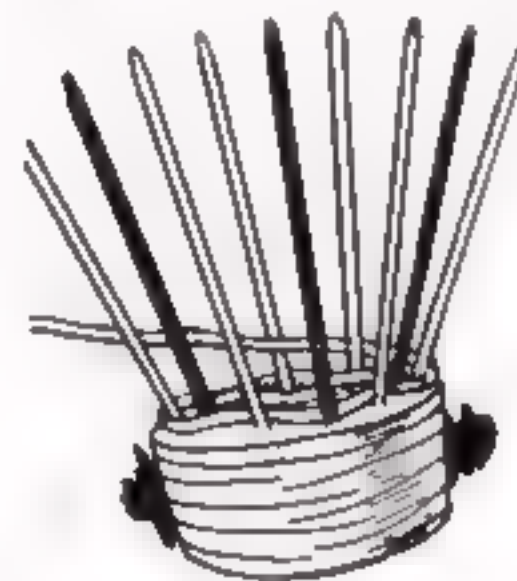


FIG-3



FIG-4

ing toothpicks and paste the end of the cord inside the basket. You may, if you wish, bind the three top layers of the woven cord with over-and-over turns of the cord as in Figure 4.

A handle for the basket is made by braiding three strands of cord, made of a different color of crepe paper, and tying them to the top edge of the basket.

ANSWER TO THE PUZZLE

The keyhole in the picture contains a total of 35 keys.

Buying a Lamp? Buying a Hat?

Both lamps and hats
have a special place
and a special purpose



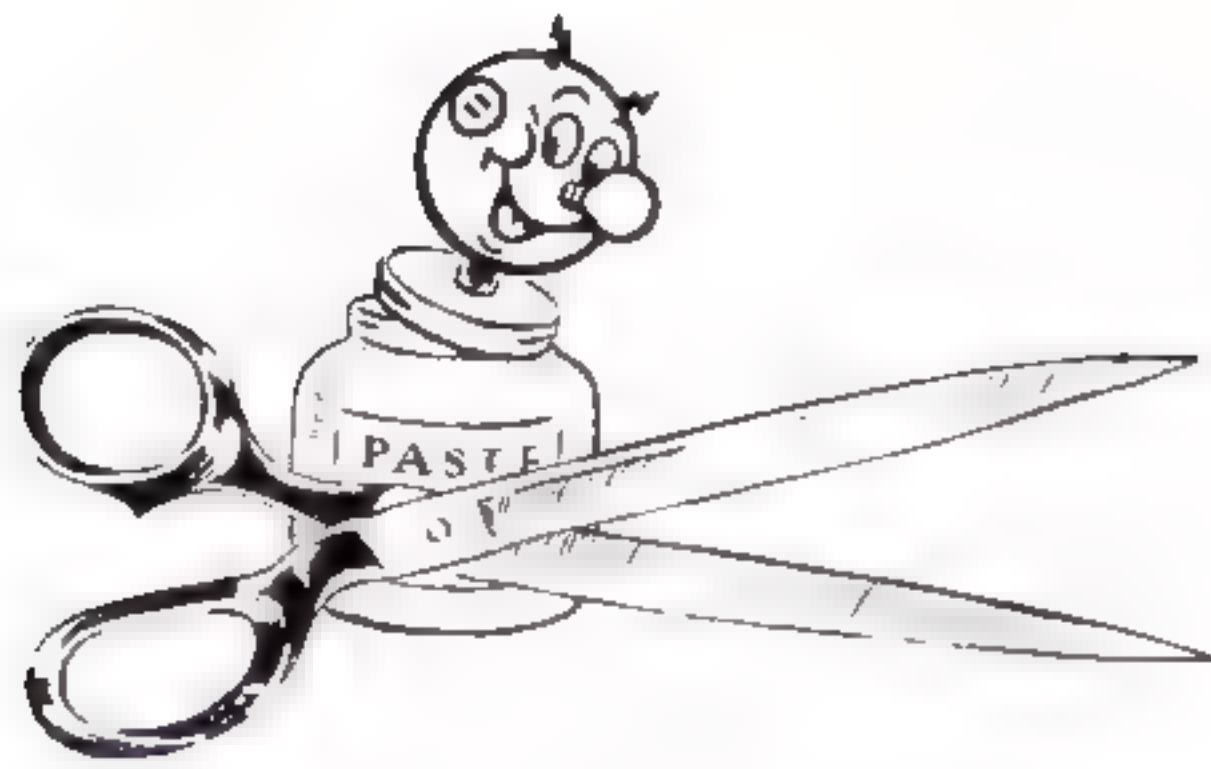
A FRILLY HAT is extravagant because it is seldom worn and is purely for decoration . . . and so is the frilly lamp. Certainly it is an extravagance, serves very little in the way of giving light, and is strictly for decoration. Of course, if you are one who has an extensive wardrobe of hats, perhaps you can afford a frilly cocktail hat. And if you are one who has ample sources of light, then perhaps you can indulge in frilly decorative lamps.



A TAILORED HAT that is comfortable, gives protection to the head and face, and serves a real purpose, is something everyone needs. It's not an expensive item and it's one that is used often — and so is the study lamp. It isn't glamorous, but there is a need for one in almost every home. It is an excellent light source, and like the tailored hat it serves a practical purpose . . . yet it also may be very attractive.



AN ELOQUENT HAT, styled by the expert designers, is like well-designed certified lamp. When you buy the ultimate in a hat, you look for one that is becoming and can be worn almost everywhere . . . it may cost a little more, but it's worth it, and so is the certified all-purpose lamp. There is one that would be beautiful in any setting, because there are many styles to choose from. Not too fancy, not too plain, but just right . . . it produces quality light from a most attractive source.



scissors & paste

So They Approved It

A contrast between the manner in which investor-owned utilities establish new rate schedules and that by which public power rates are set was pointed up recently by the reaction of the members of the City Council of Lincoln, Nebraska.

The council found itself in the position of being forced to approve a 50 per cent increase in electric rates presented by the Nebraska Public Power System. According to United Press, the public power system refused a request for a seven-day extension of the old contract and threatened to cut off 40 per cent of the city's power supply.

Mayor Victor E. Anderson described the system of rate-making by the NPPS as "refereeing and playing in the same game."

BULLETIN of the
Public Utilities Adv. Ass'n.

The British Make 'em Pay

The British have set our government power advocates an example which they have not been inclined to follow. Not only is Britain's nationalized power system liable to taxation, it also must pay interest on its capital investment and on the new money it raises. In addition, the British Electricity Authority is required to charge sufficiently high rates to cover all expenses incurred by the system as a whole.

When our Federal power projects finally are forced to assume their financial and tax responsibility, the preference clause in favor of local governmental power systems will lose its advantage. Without subsidy, most government power will be more expensive than power produced by the companies.

B. L. England, President
Edison Electric Institute

The Unanswered Question

The Enterprise-Journal has not been unfriendly to the R.E.A. We have, however, feared the threat which springs from those individuals who support the power development extremes and for the contempt with which they hold private power proponents.

While the Democratic platform was being drawn in Chicago recently, Clyde Ellis, a national factor in the R.E.A., advocated a plank which would provide for federal generation of power. His remarks concerning commercial power units were very disparaging.

The writer asked Mr. Ellis to yield to a question. He agreed. "Is it possible," asked this editor, "that some of the private power advocates are Democrats?"

"Why do you ask that?" asked Mr. Ellis.

"They are not all Republicans?" asked

ed the writer.

"What are you driving at?" asked Mr. Ellis.

"You speak so disparagingly of the private power people that one would be led to believe that none of them are Democrats. Do you hold them in contempt merely because they are taxpayers? Why do you insist upon government generation of power when private companies are spending billions to increase the power generation?"

"Because," replied Mr. Ellis, "that we need public generation of power to force the private power boys to hold their rates down."

"Down in my state of Mississippi," suggested this editor, "The Mississippi Power & Light supplies power to the R.E.A. and the rates are lower than the rates supplied by T.V.A."

"I don't know that that is so," replied Mr. Ellis.

"Are you trying to evade the situation by side-stepping? I happen to know that the situation in Mississippi is just as I have said. The R.E.A. ran short of power, turned to the Mississippi Power & Light and is now receiving rates lower than were supplied by the T.V.A."

The technical assistant of Mr. Ellis spoke up and said, "We do have a very favorable situation in Mississippi. It is unusual. But we must have government generation to force the rates down where the situation is not so favorable as in Mississippi."

This editor then asked the technical assistant, "If this is true, and the situation in Mississippi is so different, then why is it that a vigorous effort was made to locate an \$18 million federal generating plant at Columbia, Mississippi?"

The chairman hit the table with his gavel. "Let's get on with the meeting."

McComb, Mississippi
Enterprise-Journal

"Poor Richard" Said It

Beware of little Expenses, a small leak will sink a great ship.

When Prosperity was well mounted, she let go the Bridle, and soon came tumbling out of the Saddle.

Love your Neighbor; yet don't pull down your hedge.

Dally not with other Folks' Women or Money.

He that hath a Trade, hath an Estate, Fish and visitors smell in three days.

—Benjamin Franklin

All That's Left



That speck is important. It's Armstrong County, South Dakota. Only 53 people live there, on seven farms.

It's important because it's the one and only county left in the whole United States that does not have a Federal civilian at work within its borders.

There are plenty of them in the rest of the U. S., though — more than 2,600,000 of them, an increase of almost 500,000 in little more than a year. There are about as many of them as there are people in all of Iowa, or in all of Louisiana.

Last year this constantly growing army of Federal civilian employees cost the taxpayers \$8,500,000,000 in pay alone.

National Association
of Manufacturers

ALL IN A DAY'S WORK

... says B.R. engineer of
his unusual sideline
work for Gulf States

WE NEED SOME AERIAL photos of that spraying job we completed on the right-of-way last month. Is Bob Dawson around?"

Needless to say, Bob Dawson is around, and the countless pictures of all kinds and sizes offer mute testimony to the fact that he's one of the busiest men in the Baton Rouge engineering department.

This is not to take anything away from the other engineers, for they're kept on the run, too; but it does point up the fact that a man can get a reputation for doing some jobs which require a special knack, and Bob has that knack.

His skill at taking pictures of all kinds from any angle and many altitudes has made him especially valuable to the planners in the engineering department. If an underground job should be recorded for posterity, he's your man. If an aerial series is needed to show the results of a recent chemical spraying experiment, he's still your boy. Bob hasn't taken any underwater shots yet, but he'd probably be willing. He hasn't backed out on a job yet, but so far, he's only two-dimensional.

But No Picnics, Please

The only type of pictures he's a little reluctant to handle are those taken at company extra-curricular functions, like Short Circuit dances or picnics.

"I like to go to those affairs and enjoy them with my wife," Bob groans. "But if you have to take pictures all the time, you can't dance with your wife much or relax at all. She doesn't think much of it, either," he smiles.

On the job it's a different story. For instance, last month, the engineering office needed some aerial shots to survey the results of a recent chemical spraying job which was done by air over the right-of-way through the At-



PREPARING TO TAKE a series of aerial photographs, Bob Dawson of the Baton Rouge engineering department climbs into the four-passenger Stinson Reliant with his aero-graphic camera while pilot Louis Wilds checks the plane before taking off for another mission over the Baton Rouge division. Note that the door of the plane on Dawson's side has been removed to give camera a better view of the landscape below.

chafalaya Swamp, where the 138 and 66 kv lines extend from Baton Rouge westward.

Informed of this, Bob checked the weather, called the airport, scheduled the flight and then reached for his aero-graphic camera. Arriving at Harding Field, he outlined his plan to the pilot and they climbed into a four place Stinson plane from which the right-hand door had been removed. This made the plane somewhat chilly, but it enabled Bob to point his bulk camera better.

Strapped Into Plane

Shortly thereafter, the plane was over the objective and Bob began calmly clicking off pictures as they moved along the right-of-way. (During this operation, both Bob and the camera are securely fastened to the plane so

that a sudden gust or updraft won't knock them about too much.) In about 15 minutes, the film was ready and they headed homeward, with Bob getting in a little "stick time" on the way back.

Within an amazingly brief time, the finished pictures are spread across the engineering desks and the next move has been plotted.

Aerial photography is one of the many jobs Bob performs in the engineering department, but it is his favorite.

"I like photography and I like flying, too. Taking pictures is my hobby and I'd like to have my own plane, therefore, I enjoy doing that kind of work for the company. It's all in a day's work, but it does make your day much more interesting!"

AN EXAMPLE of the cramped space into which a photographer must squeeze sometimes in order to get his picture is the Humpty Dumpty underground substation on Third Street in Baton Rouge. Making repairs on the conduit are substation foreman R. W. Minvielle and F. J. Daigle.





Louis Lognion of Lake Charles. Mrs. Lognion gave birth to a daughter, Patricia Louise, weighing nine pounds, four ounces, on August 27. Mr. Lognion is a meter reader at L. C.

H. G. Fitzgerald, Neches station, upon the birth of a daughter, Glenda Lee, to the Fitzgeralds September 21. The young miss weighted eight pounds, one ounce.

M. E. Sandefer, another Neches station Gulf Stater, whose wife gave birth to a daughter, Cathy Gale, September 11. She weighed eight pounds, four ounces.

James H. Balden of the Baton Rouge t & d line department, who has a new baby girl, Cathy Marie, born August 12. She weighed seven pounds, nine ounces.

Harry Breeden of Louisiana Station. Harry is the proud father of a new baby girl, Paula Ann, born October 3.

Willie Banks, Baton Rouge t & d garage department, for the birth of his seventh child August 17. Named Tonie Jo-Anne, she weighed eight pounds, 12 ounces, and in Willie's unbiased opinion she is "the prettiest baby girl ever."

SYMPATHY

To Mildred Tribble, home service advisor at Baton Rouge, PLAIN TALKS extends deepest sympathy upon the death of her father, Neal Tribble, in Navasota November 8. Funeral services for Mr. Tribble, who passed away unexpectedly at the age of 58, were held Sunday, November 9.

PLAIN TALKS TO SERVICEMEN

Plain Talks would like to mail copies of the magazine to Gulf Staters now in service. If any of our readers have these addresses, please give them to your Plain Talks reporter to mail in, as we do not have any way of knowing the whereabouts of these people.

We would like to make this list 100% complete. Please help us

Nelson Station Plans Changed; Capacity Increased, Line Added

FULFILLING our continuing obligation to the area we serve, "more power for more progress" was scheduled last month when plans were made to install a 100,000 kilowatt generating unit at the proposed Nelson station at Scott, Louisiana, instead of the 66,000 kilowatt unit originally planned.

In connection with the change in plans for Nelson station, an announcement was made by President Roy Nelson that construction of another interconnecting 138,000 volt transmission line from the Scott plant to Beaumont, a distance of around 100 miles, would also commence soon to be completed before or at the time the new plant is scheduled to commence operation.

The new power unit, together with the plant building, necessary substation facilities, a switching station at a yet undetermined location in Louisiana, and the new line will require an investment of approximately \$16 million.

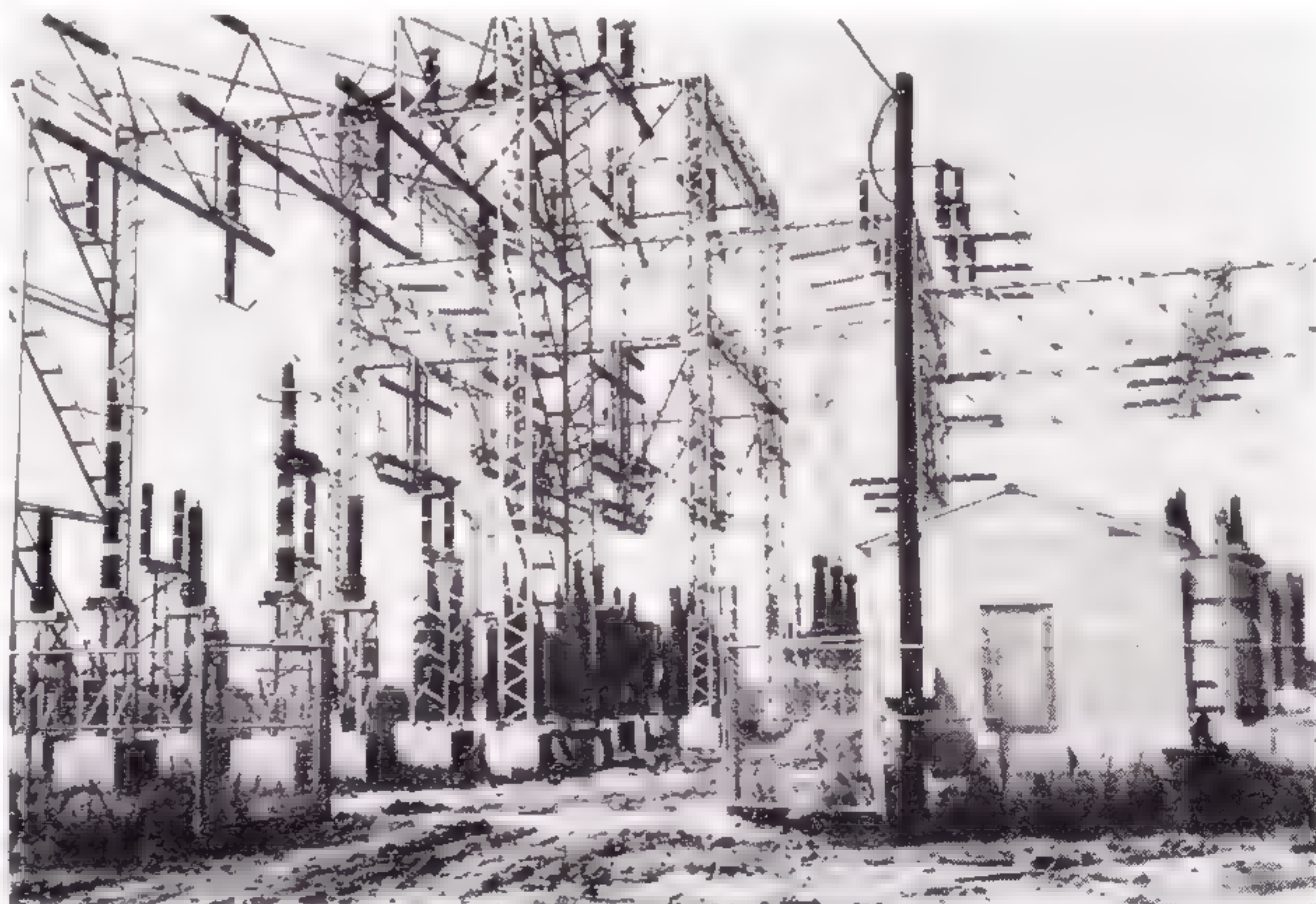
Work was begun on Nelson station earlier this year and plans were to have it in operation early in 1954. Changing the unit to a larger size,

however, will extend this date more than a year.

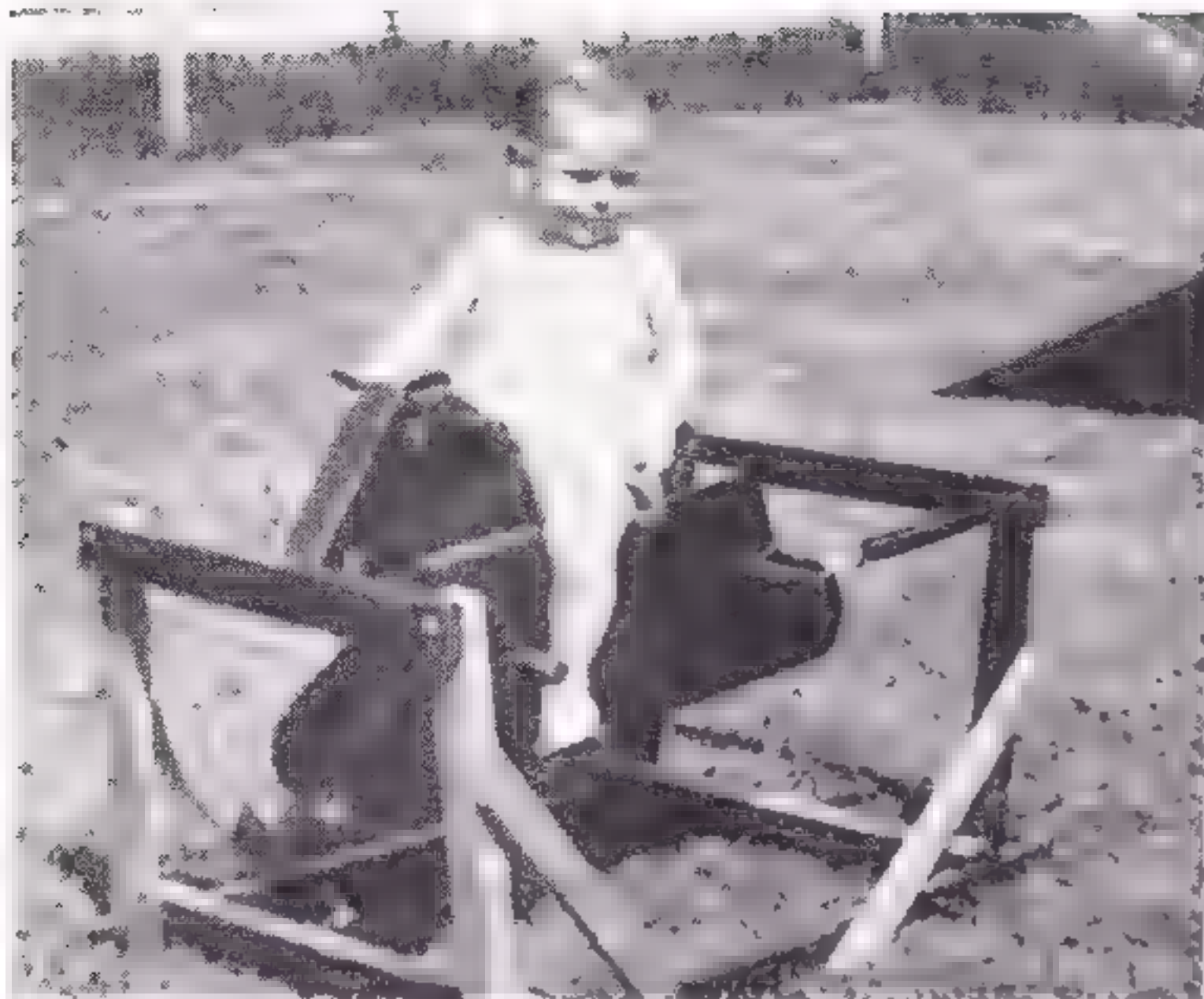
The decision to substitute the larger unit was based on prospects for continued growth and even greater development of this area in the future, Mr. Nelson said. Also, he added, considerable economies could be effected by changing to a larger unit, plus the fact that the use of much scarce and vital material now in our defense effort will be deferred until what we hope will be a less critical time.

The additional power to be furnished by the new unit will bring Gulf States' total system generation capability to 818,000 kilowatts when it goes into operation. Present capability is 577,000 kilowatts, with Louisiana station producing 210,000; Neches station 264,000 and Riverside station 86,000 kilowatts.

These changes again exemplify the long-range planning that is necessary in the electric utility business to keep facilities abreast of the electric power needs of a rapidly growing section such as our Gulf Coast service area.



FIRMING UP POWER on the west side of the Mississippi at Bayou Plaquemine is this new substation just outside of Port Allen, Louisiana. The substation, together with the new 115,000-volt line interconnecting with Louisiana Power and Light, gives this booming section of Southwest Louisiana ample power to cope with the rapid growth being experienced there. New port facilities and other industries are expected to cause a tremendous increase in electric power consumption.



GROWING with GULF STATERS

HERE'S ANOTHER MONTH'S CROP of youngsters for the "Growing" section. Recognize any of them? TOP LEFT, astride his horse, is Charles A. Norwood, 10-months-old son of SAM NORWOOD, second fireman at Lake Charles Riverside station. TOP CENTER and TOP RIGHT are Clarissie Nell Holmes and Malcolm R. Holmes, Jr., aged five and three years, respectively, children of MALCOLM HOLMES, employee at Louisiana station, Baton Rouge. In the CENTER panel, children on LEFT are Paul Edward LeBouef, aged five, and Martha Lou LeBouef, aged three,

whose father is STANLEY LeBOUEF, Orange engineering. In the CENTER photo is James D. Wallace III, year-old son of JAMES D. WALLACE, JR., Louisiana station operator. Center row RIGHT is Viki Jean Bishop, 10-months-old daughter of J. B. BISHOP, JR., Beaumont sales. BOTTOM LEFT is Jess English, son of MRS. HORTENSE "SLICK" ENGLISH, former Beaumont cashier now living in Houston. BOTTOM RIGHT is Cedric Allen Vallet, aged 17 months, son of Louisiana station operator EDWARD VALLET. Have a PLAIN TALKS reporter mail in your kids' photo.

New Service Club Members

Thirty Year Club



R. B. Crusie
Engineering
Beaumont



John H. Hill
Distribution
Beaumont



Albert Buller
Distribution
Lake Charles

Ten Year Club



Eleanor Nelson
Accounting
Beaumont



H. C. Sanders
Production
Beaumont



Alice G. Pell
Accounting
Orange

Colored Division

Ten Year Club



R. C. Lewis
Distribution
Beaumont



H. V. Peletan
Production
Beaumont



N. J. Doffeny
Accounting
Port Arthur

Marriages

Miss Mary Helen Buford, employed in the Baton Rouge purchasing department for the past two years, was married September 20 to Rodney Chaney of Baton Rouge in nuptial mass at St. Agnes Catholic Church. Following a reception they left for a trip to the Pacific Coast, where they will spend their honeymoon and make their home.

Miss Billye Layne Jones, Home service advisor at Orange, was married November 8 to James A. Shaw of the U. S. Navy at Wayside-Sherman Church of Christ in Houston.

Lloyd E. Riggs, Jr., system engineering, was married on the evening of October 31 to Miss Delores Creech in the chapel of the First Baptist Church in Beaumont.

Homer Smith, Lake Charles production clerk, was married August 9 to Miss Theresa Chapman at Ville Platte, Louisiana. Mr. Smith is employed at Riverside station.

The former Marcia Ann Guissinger, home service advisor in the Baton Rouge Division, was married October 4 to Roger A. Moser, of Cleveland, Ohio, at the Reiley Memorial University Methodist Church on the Louisiana State University campus. Mr. Moser is a graduate chemical engineer from Purdue, now employed by the Ethyl Corporation in Baton Rouge.

Loretta M. Pepper, Port Arthur accounting, was married November 2 to Technical Sergeant James D. Barrett of Clearwater, South Carolina, now stationed at Lake Charles Air Force Base. The couple will make their home in Lake Charles.

SYMPATHY

Plain Talks extends deepest sympathy to Earl Clubb, Beaumont repair department foreman, upon the death of his wife October 16 at the family home at Cheek, Texas. Mrs. Clubb, a native of Rockland, Texas, was 51 years of age at the time of her death, which followed a lengthy illness. Survivors include her husband; a son, James Perry Clubb of Beaumont, and a daughter, Miss Earline Clubb of Cheek.

LOUISIANA SUPREME COURT AUTHORIZES RATE INCREASE

The Louisiana Supreme Court, November 10, held that the Public Service Commission and a lower court had erred in refusing to grant our request for a 20 per cent increase in Louisiana electric rates. The court also agreed with the Company that Ethyl and Standard business is not rightly utility business. The case had been pending since May of 1951. The order authorizing higher rates becomes effective November 24.

1922

Port Arthur Power Plant's Chief Meeks saved the day for all concerned (a Beaumont crew, composed of "Edison" Eckles, Barrow, Powers, Bell, Ingraham and Spreen, who took off and left old Engine No. 0, which they were repairing) when amidst a lull it heaved a sigh and began raining a shower of fire works. Chief remained mid spark and shot to cut off the machine and quiet the screaming women and children.

1927

Tommy Comerford, who used to be the Chief Clerk of the Western Public Service Company at Beaumont, is now with the company in Lake Charles.

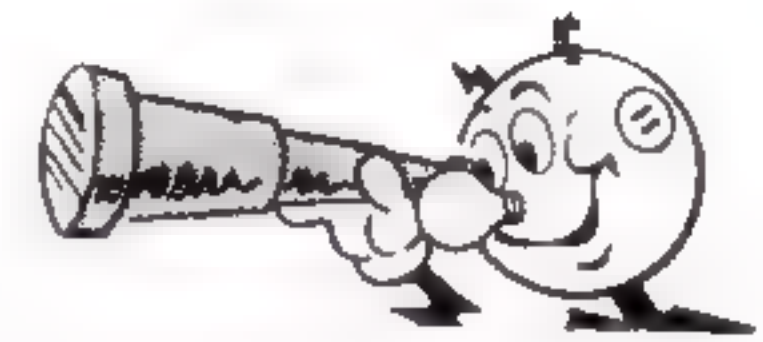
J. T. Reidy, assistant claim agent of the Houston Electric Company for the past five years, is now the claim agent of our companies, succeeding L. C. Singleton.

1937

C. V. Merriam was crowned Grand Wizer of Kiloland by Tom P. Walker at a barbecue at Conroe Country Club for Navasota Division employees after their recent sales victory.

Transfers: Earl Coleman, ice plant operator at Caldwell to the Huntsville plant. L. T. Haney, Navasota, to Huntsville as general storeroom keeper; J. W. Baird from Navasota to Neches Station, and J. F. Delage from the Orange Plant to the load dispatcher's office; Dennie Clubb to the statistical department and Rex Lee to the rate department, Beaumont. Mr. Clubb has

A PEEK AT THE T2A9



been with Eastern Texas Electric Company for the past several years, and Mr. Lee with the Lake Charles Division.

1942

Transfers: V. E. Blanchette, service, Winnie to Woodville; A. J. Prejean, Port Arthur, sales to service; Maurice Anawaty, Beaumont, sales to substation; S. T. Cooper, service, Woodville to Silsbee; Cohron Davis, Beaumont, sales to line; F. W. Hall, service, Winnie to Anahuac; Albert Buller, substation, Lafayette to Lake Charles; N. J. Istre, Jennings, line to service; A. J. Blanchard, Baton Rouge, line to garage.

President Nelson's bulletin of November 11 announced the following appointments effective November 15: F. F. Johnson, formerly supervisor of customer services in Navasota division, moved to Lake Charles where he will serve in the same capacity for that division; P. P. Newman moved from Port Arthur, where he was supervisor of customer services for the division, to Navasota to assume similar duties for that division; H. C. LeVois left his job as Beaumont power engineer to take over the responsibilities of super-

visor of customer services for Port Arthur Division.

Transfers: N. L. Borque, Lafayette, sales to substation; Morris Van Winkle, Silsbee, sales to line; N. C. Spencer, engineering, Lake Charles to Beaumont.

1947

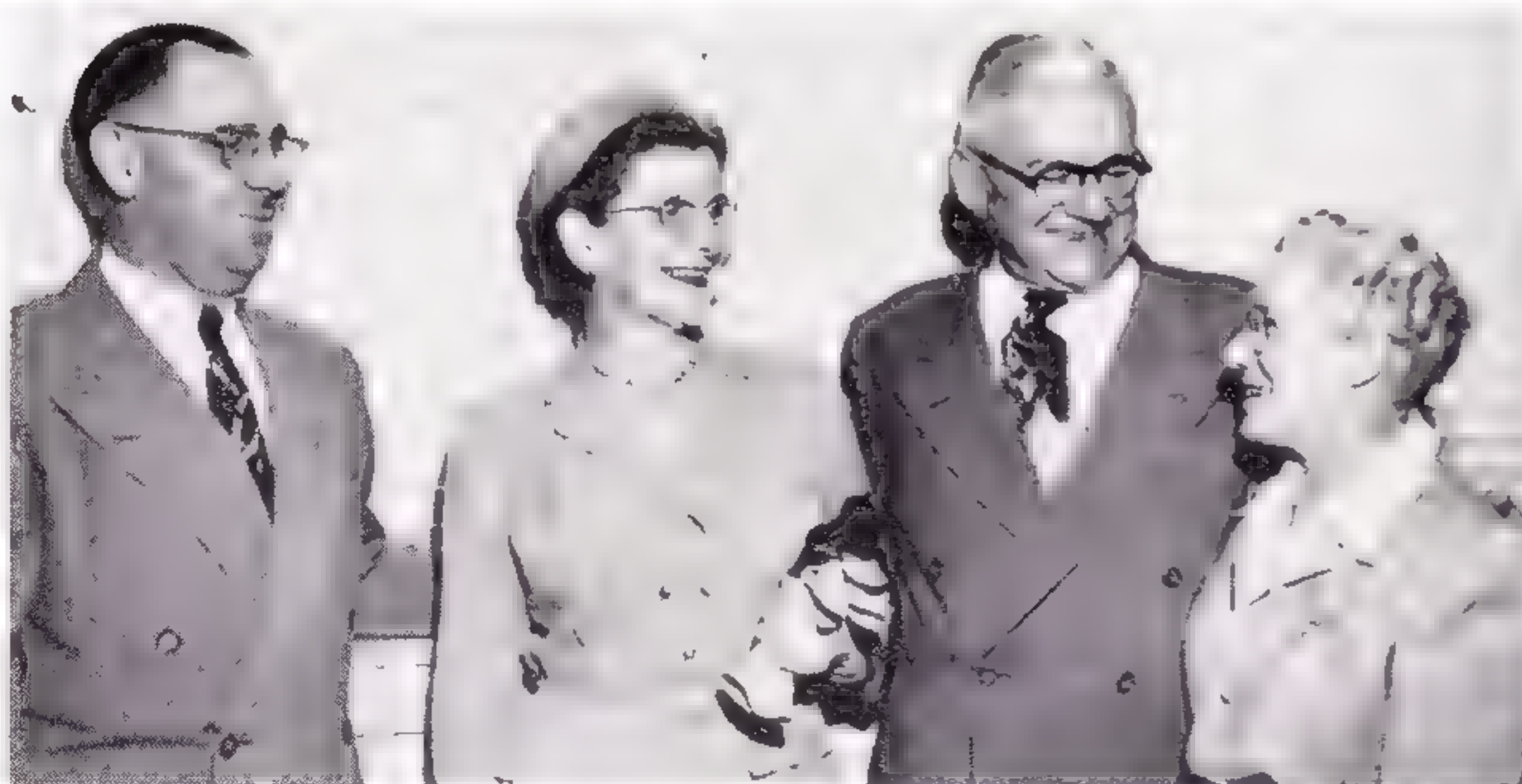
Promotions of three veteran Gulf Staters were announced in a bulletin advising of changes in supervisory positions in the Beaumont and Port Arthur sales departments. Involved were Henry C. LeVois, former Port Arthur division superintendent of sales, transferred to Beaumont as manager of industrial sales for Texas; J. Kirby Jones, formerly of the Beaumont industrial sales department, transferred to superintendent of sales for the Port Arthur division; and the appointment of O. G. Floyd, of the Beaumont industrial sales department to supervisor of industrial sales for the Beaumont division. All three appointments were effective November 17.

Another new record to add to the many marked up in our company in the last few years is one for Louisiana Station. On November 7 the Station carried the greatest peak load in its history, a total of 122,000 kw. The official rated capacity of Louisiana Station is 108,500 kw.

Beaumont Change Made By Benevolent Ass'n.

R.M. Tompkins will fill the unexpired term of W. T. Ricks, who has resigned as a director of Gulf States' Employees Benevolent Association for the Beaumont division, it was announced following a meeting of the board of directors for the association October 8.

Miss Ruby Ray Ridley, secretary-treasurer, explained in a bulletin to the membership that "the change was made for the convenience of members located at the Beaumont service center, since Mr. Tompkins' office is located at the Beaumont storeroom and Mr. Ricks now is located in the Beaumont general office."



A REUNION of long time friends and former co-workers occurred last month when these four got together in Beaumont. The reunion was occasioned by the visit of Mrs. Catherine Leonard, of Chicago, second from left, sister of our Claim Agent Jack Reidy, second from right. These three well known Gulf Staters (Port Arthur Division Manager J. B. Hodge, left, and Mary Lilyerstrom, accounting, Beaumont) and Mrs. Leonard grew up together and all started their utility careers in Keokuk, Iowa, where Miss Mary and Mrs. Leonard and Mr. Reidy worked for the Mississippi River Power Company and Mr. Hodge worked for its sister, Keokuk Electric Company, located across the river. Both were Stone & Webster owned. Another Gulf Stater, M. E. "Pete" Dennis, supervisor of transmission and distribution, Jennings, also grew up with these four and also began his career with the M.R.P. Co. He was expected to be present but was unable to make connections.



Tragedy can have humble origins

Every housewife should know Mortimer Kintz. Mort isn't a movie star nor an authority on diets. He smokes a pipe, has a wife and children and isn't so different from the average run of men and husbands, with one exception. He possibly knows more about the cause of fires than any man in the country.

Mr. Kintz is employed by the Bureau of Mines and is in charge of the Southwest area activities where there aren't many mines. He collects information on the origin of fires, both small and large; he helped investigate the Texas City disaster, the New Lon-

don school explosion and many other serious fires and disasters in the Southwest area.

Getting back to why you ladies should know Mort. He would tell you many interesting things about fires—why you should never use gasoline for any purpose but for your car; he would warn you about other flammable cleaners. He could tell you of hundreds and hundreds of tragedies occurring in homes due to negligence in the use of cleaning fluids, natural gas, butane, electricity and cigarettes.

If you knew him very well, you would soon witness one of his demonstrations showing how fires

and explosions are caused. And if you smoked, he would soon have you in the habit of always making sure your cigarette was out before leaving it—and a few other things—that many tragic fires start with a discarded cigarette or an open pan of cleaning fluid, curtains near an open flame, frayed electric cords, children with matches and on and on.

Yes, if you knew Mort, you would soon discover that he is a home-loving man and just hates to see fires caused by ignorance and negligence burn down our homes or injure women and children.

Don't say: "It couldn't happen"!

Why is it that when someone gets up before a group of intelligent people and talks to them, giving them advice which can be helpful if it is followed, the thought that must run through the heads of at least 99 per cent of those present is, "He doesn't mean me, because nothing like that will happen to me — he means Joe over there, and I sure hope he listens."?

We say the thought *must* run through so many heads, because if it did not, they wouldn't leave the meetingplace and turn around and do exactly what the speaker guarded against! They just go along on their merry little cloud of illusion until it bumps into a thunderhead of reality, and then they realize that he could have meant "me" after all.

Take, for example, a talk on

safety at a safety meeting. The speaker tells you that speeding in school, church, 30-mile zones, etc., is a cause of so many accidents; also, he says that traffic lights and stop signs are there for your protection, so use them. All this time you're thinking, "Joe had better listen to this, he needs it."

Well, the meeting breaks up and everyone goes home. As it turns out, maybe Joe really profited by this advice and is more careful on the way home, but you are in a big hurry to get home, so your foot gets heavy on the gas pedal, and you cheat on a few stop signs and caution lights, on and on and on—

SLOW DOWN, BROTHER

Nearly 14,000 persons were killed and more than half a million injured last year by drivers who were exceeding the speed limit.

until—if you are lucky you will just get a big, fat ticket and a good fussing at from a cop, or you may get home and never think again about the chances you took to get home; but if you're *not* lucky, Joe may be coming to your funeral!

So when you are given advice, keep this in mind: "He's talking to human beings for their own good, and I am only human, so he means me, too," and we can guarantee that you will be voted "One most likely to live longer."

(This article was inspired by the true story, unfortunately, of a Gulf Stater who was late getting home because of a safety meeting and received a traffic ticket for speeding. The subject of the meeting? You're right—traffic safety.)

A Lineman Says What He Thinks

In this and the following issue of PLAIN TALKS, a two-installment safety article will be presented under the title "A Lineman Looks at Safety." It was written by Sam C. Harrelson, Jr., lineman, Carolina Power and Light Co., and presented at this year's Southern Safety Conference at Atlanta.

Mr. Harrelson said:

I have been assigned a subject on safety which is supposed to reveal the lineman's viewpoint. To set this up right in the beginning — whoever heard of a lineman making speeches go ahead and raise your hand — to be frank I can't raise my hand or make speeches but I do feel I can answer these questions.

I've been asked to discuss four questions

1. What I want in a Safety Program.
2. Outline of what I expect of company management.
3. What I expect of the people on the crew who work with me.
4. What I personally expect to get out of the Safety program.

To enable me to stick to the job in order I'm going to answer each question as it is set up.

I. What I want in a Safety Program:

A. Exercise every precaution against physical hazards 24 hours a day. Safety should be practiced around the clock at home as well as on the Job.

B. Safeguard the welfare of myself, my family, and fellow worker. Everyone is concerned in safety.

C. Try to guide and direct myself and my fellow worker by exercising a reasonable amount of common sense and foresight.

D. I want to think before I undertake any job no matter how small. Plan the job first and you can eliminate a lot of trouble.

E. I want to know how to meet any emergency and conduct myself in such a manner as to preserve the health and safety of myself and my fellow em-

ployee. If an accident happens I want to be calm. Maybe I can save someone's life.

F. Enthusiasm in safety from management. I like to see management excited about good records, and calm about accident analysis.

II. Outline of what I expect of Company management:

A. I expect management to cooperate in the safety of all phases of my work. Be considerate and understand the nature and possible hazards we are up against.

B. Give me sufficient time to perform my work safely no matter how urgent the job. Line clearances breakdowns, customer calls to tell management that his service has been interrupted, they should have enough confidence in us to tell the customer that everything possible is being done to restore his service.

C. I want a standard specification that has been proven safe, so when I follow someone else on a job, I can feel reasonably sure of its safety.

D. I expect the management to see that the work is done the safe way there is a safe way in every type of work in our Company.

E. I expect management to supply modern auto mo tive equipment and tools sufficient to do all phases of our work. Not necessarily new — but mechanically good.

F. Management in our company has taught us to expect appreciation and praise. We are encouraged in most practical ways. I do not mean petty praise with empty words, but genuine "thank you's" for safety practices and also new and better safety methods. Faith in us from management makes me more attentive — we try harder.

III. What I expect of the people on the crew who work with me.

A. I expect the Foreman to exercise close supervision over the crew at all times, so that I myself will feel safe and secure on the job. Especially those times while Hot Work work is being done.

B. I expect full cooperation from each and every individual regardless of his position or title. Foreman, Manager, Superintendent, or whatever his

title — we want and need his cooperation.

C. I expect every man on the crew to feel free to express his physical fitness at any time for the protection of himself and fellow worker. I don't want him to feel that he may be penalized or anyone on the crew feel hard about him.

D. I expect the Foreman to avoid over-working when possible. Breakdowns, storms, trying to work through the night at breakneck speed on routine orders — no job is too urgent that we cannot take our time to perform our work safely.

E. I expect everyone on my crew to be able to administer First Aid. It should be compulsory that one man have a course in First Aid.

F. I expect everyone on my crew to get the proper amount of rest and recreation sufficient for his well-being. Go to a movie, ball game occasionally get proper amount of sleep. This too, is very important to a man—physically as well as mentally.

G. I expect everyone on my crew to be familiar with the circuits in the immediate area where work is being performed. Switches, etc. — if a man gets in trouble on a wire, know closest point to de-energize.

H. I expect everyone on my crew to be familiar with all the tools and equipment that we work with and take the proper care of same, also see that all tools that are unsafe are discarded at once. Hard lines, cracked shovel handles, pike poles — Hot line tools safety belts, etc.

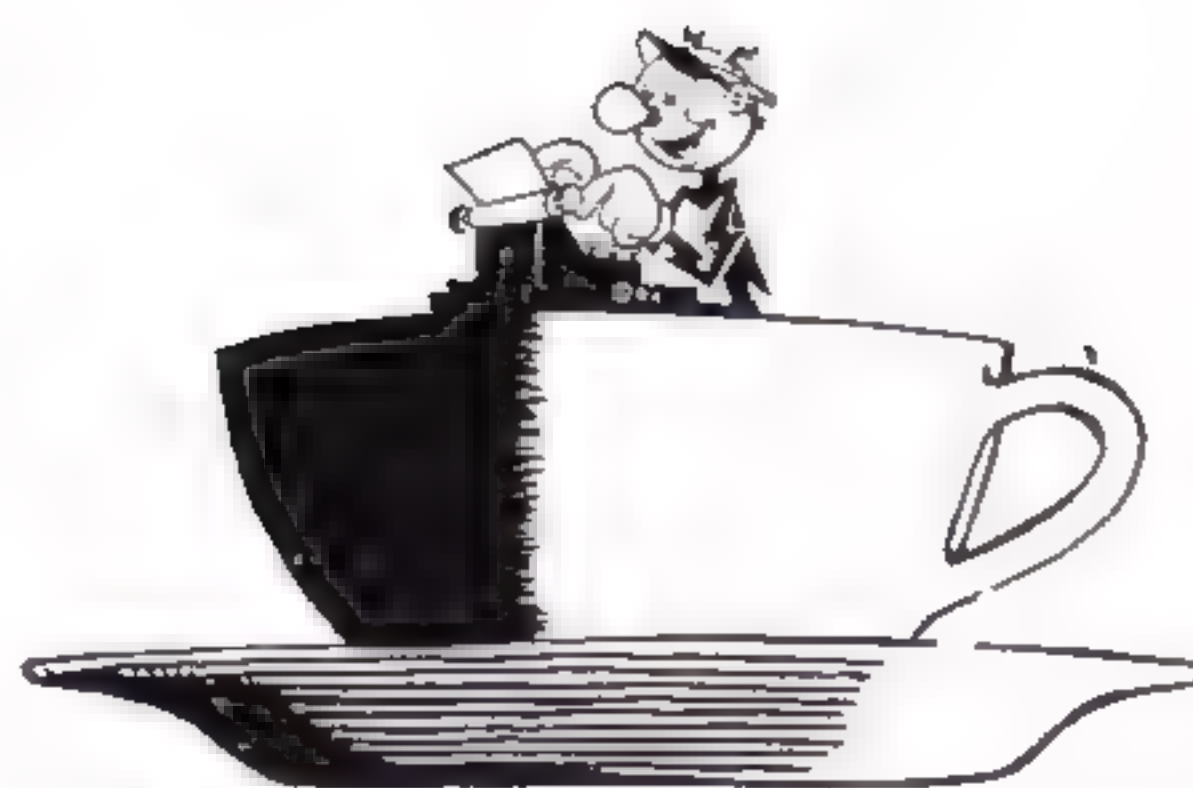
I. In short I expect every man on the crew I work with to know his job and keep on knowing his job. I've been told that anyone who keeps learning is young. All of us here know our work calls for comparatively young men.

J. Another tool I expect every man to bring with him is a **smile**. Show me a grouch and I'll show you a hazard as well as one who performs unsafe acts. I read a sentence in a paper while I was preparing this talk which gave a quotation from Lincoln — "Most folks are about as happy as they make up their minds to be". We can make up our minds on a lot of Safety.

K. Another thing I expect of my fellow workers is to take care of the little things. A workman that puts his watch on the edge of his dresser, lays his glasses on a table with a sliding cloth or cover that a child can pull off is a workman I do not want to work with the next day. Little things whether on or off the job show a workers safety attitude.

L. Organization is important in Safety as well as finance or operation, however, Self-Organization is the **greatest** asset to safety. As we say, stay on the beam or stay off the job. A lineman knows that 30 feet in the air is one of the best places in the world if all is planned well and your co-workers are on the beam. If anyone is off the beam it may cause a man to be taken off a pole. A lot of folks say **Think'** also I'd say get yourself lined up right and do it.

over the COFFEE CUP



Baton Rouge

The daughter of **Bill Wilkinson** of the purchasing department, "**Boots,**" recently became the bride of **Warren Green** of Omaha. The wedding took place in St. James Episcopal Church, one of Louisiana's oldest and most beautiful. The happy couple left for Florida after the reception. Mr. Green is an employee of Ethyl Corporation and the Greens will make their home here . . . Welcome to **Miss Barbara Clower** of St. Joseph, Louisiana, who has taken over for the departed **Helen Buford** in Purchasing. Miss Clower is a graduate of L. S. U. and is making lots of friends out Government Street way.

Big topic of conversation in the Baton Rouge main office coffee shop is the forthcoming nuptials of **Miss Audrey White** and **Dick Krouse**, sometime in November. Audrey is in the accounting department and Dick is the agricultural engineering representative of Baton Rouge division . . . **Charlotte Long** of the accounting division will hear wedding bells on December 27. She will get **B. E. Merchant** as her favorite Christmas present. . . . Out Louisiana Station way, the old married men are making dire predictions to **Harvey J. Woods**, who will marry **Miss Bobbie Jean Dixon** of Galvez November 26.

The **R. J. Furlows** have moved into a new home in the Harding Heights subdivision of Baton Rouge. Bob is at Louisiana station . . . **Evelyn Wilsford**, home service advisor, has recovered completely from a mild, but frightening, attack of meningitis. Evelyn has begun a new kitchen planning job in the home service department . . . **Stanley Farrar**, of Louisiana station, is building himself a "dream house" near Zachary, Louisiana. From all reports, Stan is doing himself and family up very nicely . . . **Walter Benjamin**, sales department, returned from a two week stay at his home town of Talullah and says that he did nothing but sit around the whole time . . . **Harry Sumralls**, all three of them, are enjoying their new television set these cool nights . . . **Wayne Huff**, the perennial bachelor of the steam plant, returned from a pleasant two-weeks vacation in California. Most of Wayne's time was spent in Los Angeles, but he hasn't reported whether he dated any movie starlets or not . . . **Norma Browning**, executive

secretary, and hubby **Roman**, of Ethyl Corporation, are back at work after a tour of the Gulf Coast . . . **Gail Richardson**, of the married set, spent his two weeks remodeling his pretty homestead. Gail is from Louisiana station. **Norma Rae Alford**, sales steno-clerk, got the surprise of her life last month. She received from Paris, via a mutual friend, a gift of genuine, French-made Chanel Number 5 perfume. Parfum, ooo-la-la! . . . **A. B. Wilson** plans to "just rest" on his vacation . . . **Alex Dragg**, Louisiana station, spent his vacation fishing and succeeded in loading up his home freezer. **George Covington**, hard-working sales representative, came down with appendicitis and is recuperating nicely at the hospital in Clinton, Louisiana.

P. F. Donaldson is back at his job at Louisiana station after several weeks

Take More Care On Road Now

YES, WINTER IS HERE, and with it comes the likelihood of a new set of driving hazards. Insurance companies say we should keep these precautions in mind during bad-weather months ahead:

—Decrease speed to fit conditions of the weather.

—Increase the margin of safety between your car and the car ahead or other objects.

—Don't apply brakes suddenly. Gradual application helps prevent skidding.

—In the event the car skids, turn front wheels in the direction of the skid.

—Keep windshield wipers and defroster in good working order. If windshield freezes, preventing clear vision, pull over to the side of the road, stop and clean your windshield.

—If your trip isn't absolutely necessary, don't start out driving in icy weather.

illness . . . **H. L. Howard**, Louisiana station operator, is attending the night extension courses offered at LSU. It's a tough grind and he deserves plenty of credit . . . **Mr. and Mrs. Lovett Young** observed their 25th wedding anniversary October 15. Lovett is a chemist at Louisiana station. Congratulations to the happy couple! . . . **Charlton Harrison**, operator at Louisiana station, is not to be outdone by **Frenchie Amadee**. Charlton is sporting a new Pontiac Catalina and tried it out on a trip to New York . . . **E. A. Ackoury** has returned from his vacation looking fit and tanned . . . Flash! A new fad has hit the girls of the sales and accounting offices. One day last month practically every other girl had visited a local department store which was advertising a new sprayed-on aluminum paint for the hair. But here's our prediction: It won't last, since the paint is grayish colored . . . Engineer **Feltus Sterling** has a job which makes him the envy of the average, financially strapped football fan. Feltus, together with friend **Bob Dawson** of the engineering department, takes moving picture films of the LSU and local high school games. The job sounds romantic and you do get to see all the games, says Bob, but it's hard work and you can't relax and enjoy them like the fans. Incidentally, Bob says that the Southern University games are just as exciting as any he has ever seen. According to Bob, the colored gridsters out at Southern play real rock-em, sock-em type football.

Some people have a tendency to use big words to impress others without quite knowing what the words mean or how to pronounce them, as **Marion "Sis" Roumain** of the engineering department found out last month. A stranger wandered into the Government Street offices looking for what he termed the "corrosion" engineer. Glancing about the room, "Sis" thought quickly, and not wishing to omit anyone as being unqualified she replied, "Why, they're all corroded. Take your pick!"

Navasota

Diligence must lead to something other than just hard work — did anyone notice how **W. P. Carroll** dropped his cup in the Company coffee shop the other day when someone closed the blind behind him to shut out the bright sun? He raced to the plant to see what caused the interruption . . . **Dick Haddox** was on the sick list for several days but has been back on the job . . . **Ethel Doan**, for the third year, served as judge of floral exhibits at the Waller County Fair . . . **Charles Boring**, on vacation, was fixing up his home, which is beginning to look like "big-shot" stuff these days. Notice he came back to work with a case of hay fever. Couldn't be he sneaked off for a day or so at the river bank, could it? . . . **Jewel Horrell** and her husband, **John**, have been on a vacation trip to the Caribbean islands and South America. Jewell is one of our Navasota division stenographers.

Port Arthur

Welcome to **Sylvia Bertrand**, Port Arthur division relief cashier, who recently transferred from the Baton Rouge office. She and her husband now are making their home in Port Arthur, where Mr. Bertrand is employed in the credit department of Sears-Roebuck company . . . **Stella Clannon**, meter reader in Port Arthur division for some eight years, recently fell while on duty and broke her ankle. After a short stay in the hospital, Mrs. Clannon returned home for recuperation, but is expected to be off work approximately five months . . . **Lt. Leroy J. Bodeman**, former junior engineer with Port Arthur t & d, would be happy to hear from any GSU friends. His address is Box 1694, AA & GM Branch, TAS, Fort Bliss, Texas . . . **Doris Kanewske**, distribution department stenographer, became engaged to Bery W. Whitmire of Woodland, California, in October, with the marriage scheduled for January. Miss Kanewske has been a Gulf Stater for three and one-half years.

Lake Charles

RIVERSIDE STATION

At this writing, this was the news at the River's side:

Mike Griffin and wife had returned home from the hospital and were reported doing well . . . **Everett Pratt, Winnie and the baby** had returned from a vacation with relatives in Arkansas . . . **Garland "Junior" Strong and "Wee Willie" Prejean** were neck-and-neck in gar-fishing with 26 pounds the high . . . **Casey Pharr** was expected to be going after the big ones when he finishes his new boat . . . **Fred McGee**, back at work after two years in Korea, says it was never like this over there . . . **"Gip" Gipson** took his new boy a cigar and headed for the highlands around Shreveport for a vacation — oh, yes, **Margie and daughter** went, too.

Buddy Hoffpauir was vacationing with family in the sunny clime of Florida . . . **Abbie Stough** is happy again. He's the lone wolf at Riverside since the wolf trap caught **Homer Smith** at Ville Platte. Yes, our pride and joy at the Riverside office was married to **Miss Theresa Chapman**. Welcome to the big Gulf States family, Miss "The," and good luck to you and yours, Homer, from all of us . . . **Clyde Bonnin**, former system operator and now general contractor, was setting the steel for the new office being erected to replace the old one, which will be turned into a locker room . . . **Eldee Reed** is sporting a new Lincoln and we can hardly see him for the car.

Charlie Waldron, after spending several days of a long weekend readying his Jasper County home for winter, reported plenty of squirrels there . . . We were wondering what happened to that old grey mare that **"Wabash" Cannon** used to ride . . . **Jesse Vizant**, as he takes off home in the new Chevy,

says, "You know dat Powerglide, she good car, no. Mon Dieu she fast, yes, like de crawdad with de 'coon after him." . . . At least we have a plate to eat from, thanks to **Jack**.

Orange

Superintendent **C. H. Meeks** has been preparing for his "sea duty" aboard an aircraft carrier this month (see "Gulf Staters in the News"), and we hear he's bought a mighty snazzy-looking cap to wear while cruising about in the Pacific. Mr. Meeks is looking forward to the voyage but takes a dim view of putting in any flight time on one of the Navy's supersonic jet planes . . . **Emma Romero** and her husband have moved into a new house in the Roselawn neighborhood . . . **Sheelagh Barron** is back at work after an operation and a stay at the hospital . . . **J. P. Peveto** enjoyed a trip to Austin to attend the Kiwanis convention . . . Orange Gulf Staters have welcomed another new employee: **Floyd Hebert**, repair department.

Beaumont

Back at work after an absence due to illness is **Mrs. Agnes Sumrall** of customers accounts . . . **Joe DeJean** of the sales promotion department returned from his vacation late last month; enjoyed a week in Louisiana . . . **C. B. Barron**, director of commercial sales, system, is another returned vacationer. He divided his attention between Dallas and the beach at Caplen . . . **Mrs. H. C. LeVois**, wife of the well-known Beaumont Gulf Stater, was reported "doing well" following an operation in October . . . **Miss Liza Bryan** of the accounting department is back on the job after spending a week vacationing in Dallas.

Claim Agent **Jack Reidy** has been back at work, wearing a heavy cast as a result of the back injury that had him confined to the hospital . . . Beaumont Division Manager **E. L. Robinson** made a talk before the P-T-A. here on the subject of "Forecast of Industry and Population" during a panel meeting conducted by the group. The theme of the occasion was "What Next in Beaumont?"

Beaumont general office porter **John Sam** was looking forward to reading the recently-published book, "Spindletop," about the fabulous oilfield just outside Beaumont. Written by oldtime newspaperman Jimmy Clark and geologist Mike Halbouty, the factual account of the still-producing field should bring back memories to John — he used to work for Frank Yount, who brought the second boom to the field in the 1920's and founded Yount-Lee Oil Co. Mr. Yount died in 1933.

(Continued on Page 32)

REDDY WELCOMES

BEAUMONT

Bean, Edaleen, Billing
Bell, Leroy, Storeroom
Borque, Louis J., Jr., T & D
Bruinsma, Billy Joe, T & D
Ford, Robert F., T & D
Foreman, Ann I., Corporation
Gayle, Howard W., System Eng.
Hayes, Flora F., Billing
Hebert, Nolan, R., Storeroom
Hulbert, R. D., T & D
Kelly, Evelyn C., Accounting
Kriner, Phillip E., Production
McArthur, W. C., Sys. Eng.
McLeod, Lloyd E., Production
Measley, Margaret L., Billing
Randall, Margaret S., Accounting
Smith, Bettye M., Corporation
Stephens, Nathaniel, T & D
Tingen, Donald L., T & D

BATON ROUGE

Braud, Jacqueline C., Accounting
Buhler, Carol L., Production
Dawes, Jimmy M., Sr., Production
Guedry, Carol J., T & D
Heine, Norman E., Sales
Hernandez, T. E., Production
Hilborn, Bobbie G., T & D
Hodgeson, Connie R., T & D
Lafferty, Robert C., Production
Parker, Carlton A., T & D
Phillips, Mary J., T & D
Prejean, John A., T & D
Robinson, James M., Production
Willson, Robert E., Production

PORT ARTHUR

Arrendall, Eloise S., Accounting
Bertrand, Sylvia G., Accounting
Gentile, Jimmie J., Meter

LAKE CHARLES

Bean, Lawrence R., T & D
Davis, Peggy D., Accounting
Derouen, Barbara R., Accounting

SILSBEE

Landis, S. L., Meter
McAllister, Nellie G., Clerk

NAVASOTA

Imhoff, Carl E., T & D

DENHAM SPRINGS

Barnett, James R., T & D

CLINTON

Schmidt, Vera Faye, Clerk

JENNINGS

Doucet, Lucien, T & D

REINSTATED

from military service

Chambers, Ed E., Baton Rouge
Hebert, Joseph F., Jr., Baton Rouge
Marston, Floyd Lee, Baton Rouge
McGee, Ferdinand B., Lake Charles

When Reeves Is Calling 'em, They've Just Got to Come



over the coffee cup

(Deaumont News Continued)

F. Parker Allen, system manager of residential sales, made a brief visit to the hospital late last month . . . **Frances Ann Poulson**, daughter of Gulf States safety man **Andy Poulson**, unveiled a plaque November 7 at the Lott, Texas, school in memory of the late Mrs. Susie Lyon, who taught there for many years. Mrs. Lyon was Mr. Poulson's cousin . . . **Jo Ella Yount** of the rate department will marry Edward Kirkpatrick December 20 in Beaumont at St. Paul's Methodist Church . . . **Dennie Clubb** of the statistical department and **Mrs. Clubb** have been on vacation at Grande Isle.

Mrs. Imogene Davis, secretary to Vice-President W. R. Bell, left early this month for a trip to the West Coast. She planned to see her son, **Ensign Richard D. Davis** of the Navy, in San Francisco, then proceed to Los Angeles for a week's visit with her niece . . . **Ruby Ray Ridley** of the accounting department was at Hot Springs, Arkansas, on a three-weeks' visit as this issue of PLAIN TALKS was being prepared . . . Building supervisor **J. E. Westbrook** and **Mrs. West-**

Ducks headed south found themselves strangely drawn to the Roosevelt Hotel in New Orleans and La Louisianne Club in West Baton Rouge in mid-October.

While no record has been taken of the number of feathered jet-jobs which investigated the source, it's certain that had the flight-leader had an ear for duck-music, he would have led his contingent right smack into the fountain lounge of the Roosevelt Blue Room.

Duck season, of course, wasn't due, for a while, but the annual Duck-Calling Contest Finals were held in the Roosevelt Hotel October 16, and for the second consecutive year Reeves Garrison, Baton Rouge supervisor of customers accounts, brought home first prize.

In the competition at La Louisianne Club, Reeves won a \$50 prize and in similar competition at Gretna, across the river from New Orleans, he won a valuable leather gun case. He appeared on television via station WDSU while in the Crescent City.

Duck-calling, once practiced on a grand scale by duck-hunting Louisians, has fallen off in recent years, until only a handful of true sportsmen remain as experts. Attesting to the value of knowing how to call ducks is Garrison's record of "getting the limit." To him, duck-calling is duck soup.

Brook were visiting relatives at his former home in Lufkin; he's been a Gulf Stater more than 40 years.

T & D

J. E. Lamar is at home recuperating from a hernia operation and reported doing okay . . . **Billy Ray Cheshire** is moving around in a wheelchair now at Baptist Hospital, where he is recovering from injuries received in an accident on a GSU pole . . . **J. R. "Hop-along" Watson** is doing some one-legged farming and goat-raising at his place in Voth. He's able to use his bad leg sparingly but is getting along well.

The safety department dummy — not **Jack** — is scaring lots of people upstairs in the service center lecture room. We wonder who's moving him around in lifelike poses . . . **J. B. Morrison** brought a live coral snake in a bottle to the line department office . . . **Tommy Tompkins** is doing business back at the old stand as supervisor of the storeroom. Glad to have him back at service center. He's talking of putting a bowling alley down the middle of the railroad tracks in rear! That way, he can keep his ball out of the gutter . . . **W. E. Thomason** has been at home with yellow jaundice. Says he didn't feel a bit like a Chinaman.

Sea Food, Momma!

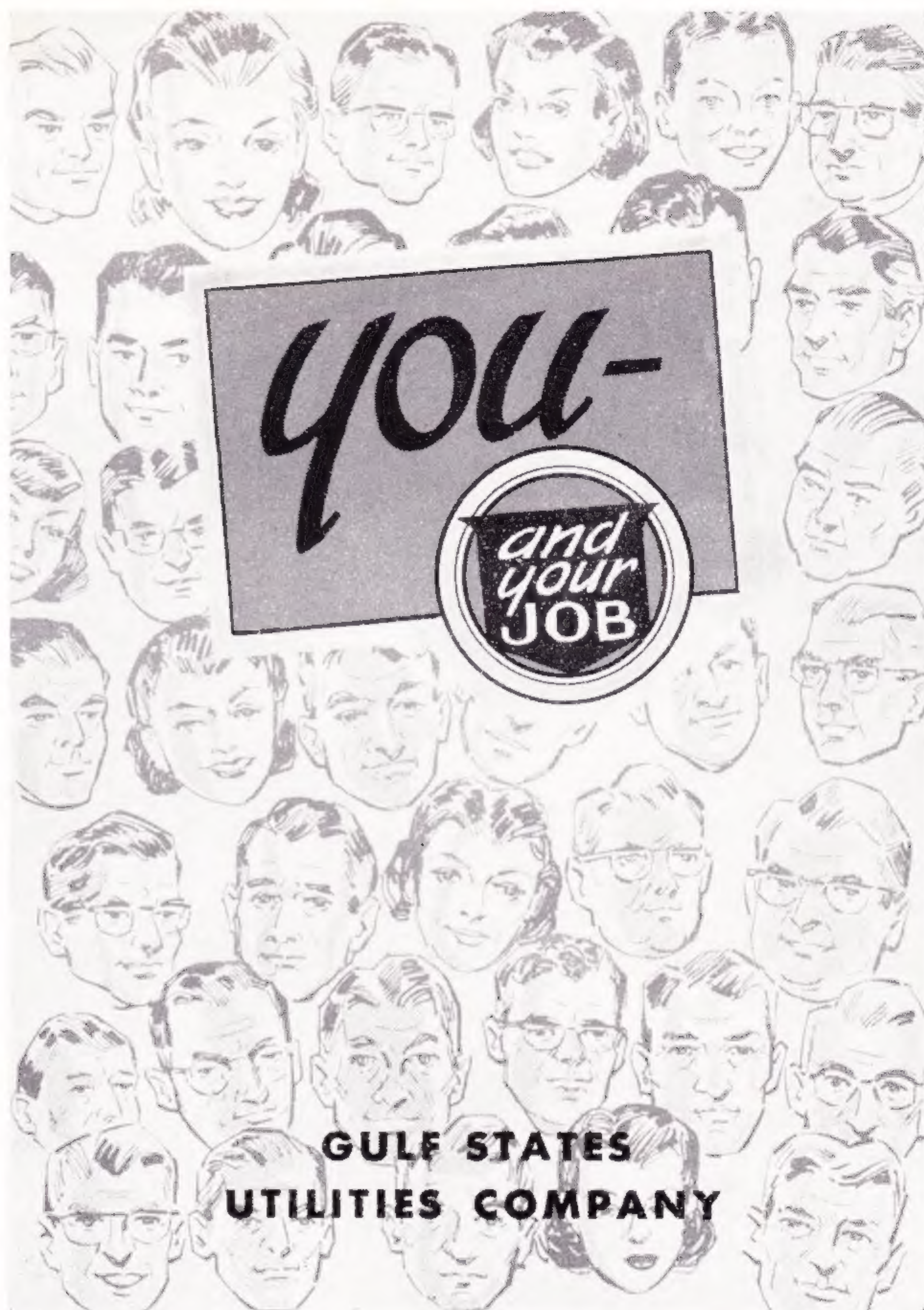


VARIETY predominated in the day's catch for Louisiana station operator **Cyril Dominguez** and **E. Wilson** while on vacation at Grand Isle. Seen here with a part of their haul, they hold a string which includes Spanish mackerel, pompano, spade fish, blue fish, red fish and (not shown in this snapshot) also got a 34-pound cobia caught near the offshore oil platforms at Grand Isle.



THE GULF STATERS you see here found the Gulf Coast to their liking this summer as this 22½ pound jackfish proves. The big jack was caught by **Morris J. Roberts**, district serviceman in the New Roads area, who is shown at the right helping **Coley Hill**, Port Allen line crew, hold the fish up for the camera. The young lad at the left is **Corley's** nephew, **Leroy Grass** of Beaumont. They found 'em biting at Grand Isle.

New Booklet for Employees Being Mailed



DO YOU KNOW that there is an investment of some \$80,000 behind your job, and the same amount for each other Gulf States employee? Do you know that we provide electric service for more than 210,000 Texans and Louisianians? Or did you know that Gulf States also distributes and sells gas — in Baton Rouge — and that this business is almost 100 years old?

This information and plenty more is contained in the new employee booklet, "You and Your Job," the cover of which is pictured above. This booklet, which came off the press early in November, is the third revision of our employee booklet that was first introduced to employees five years ago this

month.

Although a revision, "You and Your Job" is a completely new booklet. Entirely re-edited, it contains latest annual figures and data, more information than the previous editions, a new map of our system, and has a new size and shape (same as Readers Digest). It is interestingly illustrated, with drawings by the well-known Beaumont artist, Dennis McCarthy, and is printed in two colors, brown and green. Exclusive of cover and map it contains 40 pages.

Primarily prepared for new employees, the book was designed to give answers to some of the questions that are naturally in the minds of new-

comers to our business. It gives a few historical facts and discusses all phases of operations and policies governing our business. Of necessity, all topics covered cannot be discussed at length, but a good general understanding of our operations and each employee's relation to other employees and departments will result from reading the book.

As soon as the booklets can be prepared for mailing a copy will be sent to each employee's home. In the future, each employee will be mailed a copy shortly after he or she starts work.

Keep the Home Fires from Burning...



This is the time of year when home heaters are beginning to be used, and it's a good time to take precautions against happenings like that shown above. Fortunately for this youngster, the portable heater she's playing with has a sturdy guard. Even with that she may get into trouble.

The match with which she's digging in the hot coils may catch fire and she could be seriously burned. A gas heater is even more dangerous because of the open flame. Neither type should be played with. Children and grownups alike should be extremely careful around them.

SAFETY BEGINS AT HOME